# NOTE

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# Broadcasting/Cable

# Yearbook 1980

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IMPORTANT
STATIONS IN
IMPORTANT
MARKETS

STORER

STORER BROADCASTING COMPANY

NOW IN OUR 53RD YEAR

# Broadcasting

# Yearbook1980

The 1980 Broadcasting Yearbook shares with its predecessors the distinction of being the most comprehensive directory to the business of broadcasting. It continues to improve on the past, offering both new features and refinements of established ones. An important addition to the 1980 Yearbook is a section devoted to cable television, which includes information formerly published in the Broadcasting Cable Sourcebook. To acquaint Yearbook readers with what they can expect to find between these covers, and to assist in locating information, the editors offer this general description of the seven major sections.

**Section A**—Titled "Broadcasting in General," section A begins (page A-1) with a history of the broadcasting media and their evolution. The "Short Course in Broadcasting" (A-2) provides a capsule summary of the industry. There follows a section on the Federal Communications Commission, an extract of its principal rules, an organization chart of the FCC on page A-9, and a guide to station application procedure. A tabular record of station trading since 1954 is on page A-33. A directory of government agencies and committees of interest to the broadcasting industry begins on page A-34, followed by a list of state CATV regulatory agencies. The Group Ownership directory lists individuals and companies with multiple station holdings beginning on page A-36, followed by Newspaper/Magazine Crossownership. Section A closes with Broadcasters with CATV interests and Multiple System Operators (MSO's) in CATV.

**Section B**—This is the television section of the Yearbook. The first part, "The Television Marketplace," describes the commercial aspects of the medium, and has as its primary feature the "ADI Market Atlas," a 78-page section showing each of the 212 ADI's (Areas of Dominant Influence) according to Arbitron Television, complete with coverage maps, and other important market rankings. The second part, "The Facilities of Television," begins with detailed directories of TV stations with cross-references to the appropriate ADI's. Among the other features of this section are lists of stations by call letters and channels, and a complete history of TV station transfers. The section closes with a list of the many pending TV applications.

**Section C**—The radio section of the Yearbook begins with the directory of AM and FM stations in the United States followed by stations in U.S. territories, Canada, Mexico and the Caribbean. Next, a directory lists all counties of license with either county or market population figures. Following this directory are the cross-reference lists—AM and FM by call letters and frequencies. This section concludes with the table of FM assignments.

**Section D**—This section is in three parts. The first, "Broadcast Advertising," presents directories of advertising agencies, station representatives, media buying/planning services and the NAB TV and Radio Codes. The second, "Networks & Programing," contains the major network directories with radio and TV affiliates; a section on public broadcasting; directories of program and commercial producers for radio and TV, distributors and production services; regional radio and TV networks and news services. Other program-related material includes the sections on pay cable services, music licensing groups, closed circuit TV, major awards, and radio stations listed according to their formats and special programing. The third, "Financial Data," provides tables on industry revenues, billing and audiences.

**Section E**—This, the "Equipment & Engineering" section, begins with a list of equipment manufacturers and distributors, and continues with listings of frequency measuring services, automated-channel suppliers, broadcast automation systems, and a new directory of companies providing mobile production services. A section on common carriers is followed by new directories of satellite owners and operators, satellite resale and common carriers, and programers and networks using satellites. The section concludes with the 1980 Buyer's Guide, the yellow pages, a commercial directory to both equipment and broadcast services.

**Section F**—Divided into four parts—Professional Services, Associations, Broadcast Education, and International Broadcasting. Part one provides listings of brokers and consultants, station financing firms, research services, engineering consultants, law firms and attorneys in communications law, public relations and employment services, and talent agents. The National Association of Broadcasters listing on page F-31 opens the chapter on trade organizations, professional associations and societies, and unions. Broadcast Education, part three, opens on page F-53 with schools and books. International Broadcasting concludes this section with three directories, World Radio and Television, International Producers, and International Equipment Manufacturers.

**Section G**—The new cable section of the Yearbook contains detailed information on CATV systems throughout the United States and Canada. The cable listings provide the system name, address, and phone number; area served; type of TV market; statistical data; channel usage; TV stations carried; information about pay cable and other types of programing; and ownership. A "Short Course in Cable" and descriptions of regulations affecting the cable industry begin the section, and CATV financial figures complete it.

At the top of the first page of each section is a table of contents. Through these and the alphabetized editorial index that begins in the columns below, the editors hope that readers will quickly find their way to the information they most need to know about broadcasting.

In 1945, as part of an extensive revision of frequency allocations, the commission reserved 20 FM channels between 88 and 92 mhz for noncommercial educational FM stations. This part of the FM band is contiguous to the commercial portion, and FM receivers can tune both noncommercial and commercial stations. Since then, the number of noncommercial educational FM stations has grown slowly but steadily.

In 1948 the commission authorized 10 w operation on educational FM channels. With such low power equipment, easily installed and operated, schools may broadcast to a limited area of two to five miles for an outlay of a few thousand dollars. High power equipment may be added when desired. In 1951, as a further aid, the commission authorized remote control operation of low power educational stations. Approximately half of all educational FM stations use power of 10 w.

Educational FM stations traditionally have been assigned on an individual-application "demand" basis, as AM stations are assigned. To permit planned development of the 20 reserved channels, it is proposed to adopt a table of assignments like that adopted in 1963 for commercial FM channels to allocate specific frequencies to communities.

Stations in the educational FM service are licensed principally to school systems, colleges and universities for student-teacher programs as well as for public education and information.

**TV Educational Stations.**—The commission allocated TV facilities for noncommercial educational use after a lengthy study in the general television proceedings (see Broadcast). It determined that "the need for noncommercial educational stations has been amply demonstrated," that it would take longer for the educational service to be developed than for the commercial service, and that special channels should be reserved. Consequently, in 1952, channel assignments were made to 242 communities exclusively for noncommercial educational stations. Forty-six of these were made to primary educational centers. Of the total 242 channels, 80 were VHF and 162 UHF. There have been more assignments since. In 1966 a revised table of channel assignments was adopted for UHF, containing many more educational assignments than before. The new table contains altogether over 615 educational TV assignments in the mainland states, more than a third of all channel assignments.

The first educational TV station to go on the air was KUHT Houston on May 25, 1953. The first state educational TV network was established in Alabama on April 28, 1955.

The commission expects educational TV licensees to make their station facilities available to other local educational institutions, since such assignments are made to serve the educational and cultural needs of the community. Except in particular cases, educational TV eligibility is not extended to municipal authorities in places where an independent educational authority, such as board of education, is established. Noncommercial educational stations are not required to broadcast a specific minimum number of hours, but educational and commercial TV stations are subject to the same service requirements, such as station separation, antenna height and power.

'A 1962 law enabled the Department of Health, Education and Welfare to make matching federal grants of money to build educational TV stations, and a 1967 law extended these benefits to educational radio.

As an aid to educational TV, the commission in 1963 established the Instructional Television Fixed Service, a nonbroadcast service on considerably higher frequencies (2500-2690 mhz) than the broadcast service. An ITFS station at a central point such as a school district headquarters can transmit as many as four programs simultaneously to area schools, where special receivers pick up the programs. Simultaneous transmission capability eases scheduling programs for in-school educational TV, and the ITFS service frees broadcast educational TV for more general programing.

(Many schools have closed-circuit TV systems to link classrooms for instruction, but this is by cable, not broadcast, and it is not regulated by the commission.)

Several colleges, universities and community groups hold TV authorizations on channels not reserved for education, and they operate either on a profit or nonprofit basis.

## Other Broadcast Activity

**International Broadcast.**— Under international agreement, certain high-frequency bands are allocated for broadcast between nations.

Authorizations for non-government international broadcast stations in the United States are issued by the FCC. Only three of these international stations are now authorized. A single station uses a number of frequencies between 5950 and 26100 khz, and it may need more than one transmitter because of seasonal considerations and other factors in broadcasting different programs simultaneously to different parts of the world. The three stations have a total of seven transmitters, all located in this country. The minimum power for these stations, sometimes known as shortwave stations, is 50 kw.

During World War II, international broadcast stations in the United States were taken over temporarily by the Office of War Information and the Office of Inter-American Affairs of the Department of State, which programed them in tne interest of the war effort.

Under the peacetime program of the Department of State, the United States Information Agency broadcasts daily in many languages to other parts of the world through the Voice of America. VOA stations are not licensed or regulated by the FCC. There are about 30 VOA transmitters in the United States and about 70 located in foreign countries.

**Broadcast Relay by Satellite.**— The first live trans-Atlantic telecast by satellite was relayed by Telstar I on July 10, 1962. The picture was of the American flag fluttering in front of the sending station at Andover, Me. More panoramic telecasts, showing life in widely distant places, were exchanged between the U.S. and Europe 13 days later. Telstar I and other experimental satellites were operated by the National Aeronautics and Space Administration, which continues to handle the rocket launching of privately operated communication satellites as well as some satellites in government communication and space programs.

The Communications Satellite Act of 1962 provided for the U.S. portion of a global system to be operated by a private corporation, the Communications Satellite Corp., subject to federal regulations. Comsat is owned partly by common carriers and partly by the general public. Early Bird (INTELSAT I) on April 2, 1965, became the first commercial satellite to be put in orbit by Comsat and its foreign partners in the International Telecommunications Satellite Consortium. During the following year, some 80 hours of television were transmitted between the U.S. and Europe. Early Bird has since been replaced and retired.

When INTELSAT II (flight 2) went up over the Pacific on Jan. 11, 1967, satellite communication was established between the U.S. mainland and Hawaii, making live network TV transmission available there for the first time. Still, television makes up only a small part of the traffic on communication satellites around the world. Telephone and teletype communications, including data transmissions, dominate the loads.

**Auxiliary Broadcast Services.**— Broadcasters take portable or mobile transmitters to the scene of events to relay aural programs back to the station for on-the-spot coverage of sporting events, parades, conventions, fairs, disasters, and other newsworthy events. These remote-broadcast pickup stations use frequencies in the 26, 153, and 450 mhz portions of the spectrum.

TV stations also use small portable transmitters operating in the 2, 7, and 13 ghz-per-second (microwave) portions of the spectrum for visual coverage of out-of-studio events.

Stations may also use transmitters to send TV and aural programs from the studio to the transmitter (studio-transmitter links) and to relay programs between broadcast stations (intercity relay stations). Aural studio-transmitter links and intercity relay stations operate in the 950 mhz portion of the spectrum and TV studio-transmitter links and intercity relay stations in the 2, 7, and 13 ghz portions.

**Experimental Broadcast.**—Experimental broadcast stations test new techniques and develop broadcast equipment. Information obtained helps the industry to evolve and provides the commission with information about new developments. All the broadcast services (AM, FM, TV,) had their origins in experimental stations, as did UHF television, color television and subscription television.

—Published by the FCC

## REFERENCE MATERIAL

The following material on broadcasting and regulation is obtainable from the FCC's public information officer on request.

Applications—*How to Apply for a Broadcast Station.*

Fairness—*Applicability of the Fairness Doctrine in the Handling of Issues of Public Importance.*

FCC—*What You Should Know About the FCC* (1968).

*Lists of FCC Publications Sold by the Government Printing Office,* noting that rules governing broadcasting (Volume II of FCC Rules & Regulations) can be purchased.

Lists—*Radio Stations and Other Lists,* noting commercial sources, since the FCC does not furnish stations, frequency or equipment lists.

Programing—*FCC Report and Statement of Policy Concerning Broadcast Programing.*

Publications—*Publications and Services,* listing business media in the broadcast field.

Sponsorship—*Applicability of Sponsorship Identification Rules.*

## Growth of Broadcast Service

These tables show the development of broadcasting. The number of stations is as of Jan. 1 of the year noted

### Commercial radio in operation

| Year | AM | FM |
|---|---|---|
| 1950 | 2,086 | 733 |
| 1955 | 2,669 | 552 |
| 1960 | 3,456 | 678 |
| 1965 | 4,012 | 1,270 |
| 1966 | 4,050 | 1,446 |
| 1967 | 4,117 | 1,631 |
| 1968 | 4,171 | 1,779 |
| 1969 | 4,236 | 1,944 |
| 1970 | 4,319 | 2,184 |
| 1971 | 4,323 | 2,196 |
| 1972 | 4,355 | 2,304 |
| 1973 | 4,393 | 2,482 |
| 1974 | 4,422 | 2,605 |
| 1975 | 4,432 | 2,636 |
| 1976 | 4,463 | 2,767 |
| 1977 | 4,497 | 2,873 |
| 1978 | 4,513 | 3,001 |
| 1979 | 4,549 | 3,104 |

### Commercial TV station in operation

| Year | Total | VHF | UHF |
|---|---|---|---|
| 1950 | 97 | 97 | — |
| 1955 | 439 | 294 | 117 |
| 1960 | 573 | 441 | 76 |
| 1965 | 586 | 487 | 99 |
| 1966 | 595 | 491 | 107 |
| 1967 | 620 | 497 | 123 |
| 1968 | 648 | 504 | 144 |
| 1969 | 675 | 506 | 169 |
| 1970 | 690 | 508 | 182 |
| 1971 | 696 | 511 | 185 |
| 1972 | 699 | 510 | 189 |
| 1973 | 700 | 511 | 189 |
| 1974 | 705 | 513 | 192 |
| 1975 | 711 | 513 | 198 |
| 1976 | 710 | 513 | 197 |
| 1977 | 728 | 517 | 211 |
| 1978 | 727 | 516 | 211 |
| 1979 | 732 | 516 | 216 |

### Noncommercial FM's in operation

| Year | Number |
|---|---|
| 1950 | 48 |
| 1955 | 122 |
| 1960 | 162 |
| 1965 | 255 |
| 1966 | 269 |
| 1967 | 299 |
| 1968 | 326 |
| 1969 | 362 |
| 1970 | 396 |
| 1971 | 440 |
| 1972 | 479 |
| 1973 | 625 |
| 1974 | 711 |
| 1975 | 717 |
| 1976 | 804 |
| 1977 | 870 |
| 1978 | 926 |
| 1979 | 985 |

### Noncommercial TV's in operation

| Year | Total | VHF | UHF |
|---|---|---|---|
| 1955 | 9 | — | — |
| 1960 | 44 | — | — |
| 1965 | 88 | 54 | 34 |
| 1966 | 105 | 61 | 44 |
| 1967 | 118 | 67 | 51 |
| 1968 | 146 | 71 | 75 |
| 1969 | 172 | 76 | 96 |
| 1970 | 182 | 77 | 105 |
| 1971 | 196 | 85 | 111 |
| 1972 | 206 | 89 | 117 |
| 1973 | 229 | 91 | 138 |
| 1974 | 233 | 91 | 142 |
| 1975 | 241 | 95 | 146 |
| 1976 | 252 | 97 | 155 |
| 1977 | 256 | 101 | 155 |
| 1978 | 259 | 101 | 158 |
| 1979 | 260 | 102 | 158 |

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and others concerned. The hearing notice generally allows the applicant 60 days or more in which to prepare. Even after the hearing has been set, an applicant may amend his application to resolve engineering or other problems if he so requests. (Commission approval is required for all mergers or situations in which a competing applicant withdraws on payment of expenses.)

Hearings on competing applications are normally held at the Commission's Washington offices. Hearings on license revocations and renewals are held in the communities affected.

Hearings are customarily conducted by an Administrative Law Judge (ALJ). He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. A prehearing conference is held to reach agreement on procedural matters.

Within 20 days after the close of a record by the ALJ, each party and the Chief of the FCC Broadcast Bureau can file proposed findings of fact and conclusions to support their contentions. After review of the evidence and statements, the ALJ issues an initial decision.

An applicant or any other party in interest wishing to contest the initial decision has 30 days from the date on which the initial decision was issued to file exceptions. In all cases heard by an ALJ, the commission or its Review Board may hear oral argument on timely request of any party. After oral argument, the Commission or Review Board may adopt, modify or reverse the ALJ's initial decision. In cases where the Review Board has acted on the exceptions, an appeal from its decision may be taken to the FCC within 30 days. However the Commission may deny an appeal for review without stating its reasons.

Court appeals can be taken within 30 days following release of the final decision, in which case the Commission's action is stayed pending court decision.

### Construction Permit

When an application is granted, a construction permit is issued. The new permittee may then request call letters that, if they are available and conform to the rules, are issued. A period of 60 days from date of the construction permit is provided in which construction shall begin, and a maximum of ten months (AM, FM, FM and TV translators and ITFS) thereafter for completion (or twelve months in all) and a maximum of 16 months (commercial and ED television; UHF-VHF) thereafter for completion (or 18 months in all). Application to modify a broadcast construction authorization or to modify a license is made on Form 301-A, for Remote Control Authority for transmitter. If the permittee is unable to build his station within the time specified, he must apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving reasons. Upon completion of construction the permittee conducts equipment (not program) tests.

### License

The final step is to apply for the actual license on Form 302 ("Application for New Broadcast Station License"), or one of the following: Form 330-L (Instructional TV Fixed stations), Form 341 (Noncommercial Educational FM stations), Form 347 (TV and FM translators), or Form 349L (FM boosters). Applicants must show compliance with all terms, conditions and obligations in the original application and the construction permit. Not until he applies for a license can the holder of a construction permit request authority to conduct program tests. The license application form provides a space for program test requests, or it can be made separately. A station license and program test authority are issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

### Renewals

An applicant for renewal of station license must show that he has operated according to the terms of his authorization and the promises made in obtaining it. Most renewal applications are made on Form 303 ("Application for Renewal of Broadcast Station License"). Instructional TV fixed stations, use Form 330-R. Noncommercial educational licensees use Form 342; TV and FM translators Form 348 and FM boosters Form 349R. Pending the disposition of any Commission hearing or other proceeding involving license renewal or revocation considerations, the station continues to operate even though its license term may have expired.

### Sales and Transfers

If the holder of a construction permit or license desires to assign it to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License"). Should the permittee or licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License"). Form 316 ("Application for Assignment or Transfer—Short Form") may be used when the transfer or assignment involves no substantial change in interest. Sales of stations held less than three years are subject to hearing except in case of death, hardship or other mitigating circumstances beyond the licensee's control.

### Construction Changes

Applicants for authority to make construction changes in existing stations apply on the same form used for a construction permit for the type of station involved.

### Printed Rules

FCC rules may be obtained only through the Government Printing Office, Washington, D.C. 20402. The rules on FCC practice and procedure are contained in Volume I, which is available for $14 a copy; the broadcast rules are contained in Volume III, for $13. Orders should be sent to the Government Printing Office direct (not through the FCC). The printed rules are sold on a subscription basis, which entitles the purchaser to receive subsequent amendments to the rule part purchased until an over-all revised issue is printed.

### Application Forms

Application forms may be obtained from the FCC's Administrative Services Division, Supply Section, Room B-10, 1919 M St., Washington, D.C. 20554. (202) 632-7272.

## Station Trading Since 1954

Dollar volume of transactions approved by FCC

| | *Total* | *Radio only* | *Combined Radio-TV†* | *TV only* |
|---|---|---|---|---|
| **1954** | $ 60,344,130 | $ 10,224,047 | $ 26,213,323 | $ 23,906,760 |
| **1955** | 73,079,366 | 27,333,104 | 22,351,602 | 23,394,660 |
| **1956** | 115,605,828 | 32,563,378 | 65,212,055 | 17,830,395 |
| **1957** | 124,187,660 | 48,207,470 | 47,490,884 | 28,489,206 |
| **1958** | 127,537,026 | 49,868,123 | 60,872,618 | 16,796,285 |
| **1959** | 123,496,581 | 65,544,653 | 42,724,727 | 15,227,201 |
| **1960** | 99,341,910 | 51,763,285 | 24,648,400 | 22,930,225 |
| **1961** | 128,804,167 | 55,532,516 | 42,103,708 | 31,167,943 |
| **1962** | 101,742,903 | 59,912,520 | 18,822,745 | 23,007,638 |
| **1963** | 105,303,078 | 43,457,584 | 25,045,726 | 36,799,768 |
| **1964** | 205,756,736 | 52,296,480 | 67,185,762 | 86,274,494 |
| **1965** | 135,123,766 | 55,933,300 | 49,756,993 | 29,433,473 |
| **1966** | 135,718,316 | 76,633,762 | 28,510,500 | 30,574,054 |
| **1967** | 172,072,573 | 59,670,053 | 32,086,297 | 80,316,223 |
| **1968** | 152,455,412 | 71,310,709 | 47,556,634 | 33,588,069 |
| **1969** | 231,697,570 | 108,866,538 | 35,037,000 | 87,794,032 |
| **1970** | 174,785,442 | 86,292,899 | 1,038,465 | 87,454,078 |
| **1971** | 393,547,924 | 125,501,514 | 750,000 | 267,296,410 |
| **1972** | 271,330,537 | 114,424,673 | 0 | 156,905,864 |
| **1973** | 230,381,145 | 160,933,557 | 2,812,444* | 66,635,144 |
| **1974** | 307,781,474 | 168,998,012 | 19,800,000** | 118,983,462 |
| **1975** | 259,485,961 | 131,065,860 | 0 | 128,420,101 |
| **1976** | 290,923,477 | 180,663,820 | 1,800,000 | 108,459,657 |
| **1977** | 289,871,604 | 161,236,169 | 0 | 128,635,435 |
| **1978** | 651,728,398 | 331,557,239 | 30,450,000 | 289,721,159 |
| **1979** | 1,116,648,000 | 335,597,000 | 463,500,000*** | 317,581,000 |
| **Total** | $6,078,750,984 | 2,651,888,265 | 1,155,769,883 | 2,257,722,736 |

Note: Dollar volume figures represent total considerations reported to all transactions, with the exception of minority interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC.

*Two acquisitions of radio-TV combinations were approved in 1973 on waiver of FCC one-to-a-customer rule that became effective in 1971.

**Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.

***Figures represent deals involving sales of radio and television stations in single transactions. Six deals included 17 television stations and 35 radio stations.

Number of stations changing hands

| | *Radio only* | *Combined Radio-TV†* | *TV only* |
|---|---|---|---|
| **1954** | 187 | 18 | 27 |
| **1955** | 242 | 11 | 29 |
| **1956** | 316 | 24 | 21 |
| **1957** | 357 | 28 | 38 |
| **1958** | 407 | 17 | 23 |
| **1959** | 436 | 15 | 21 |
| **1960** | 345 | 10 | 21 |
| **1961** | 282 | 13 | 24 |
| **1962** | 306 | 8 | 16 |
| **1963** | 305 | 3 | 16 |
| **1964** | 430 | 20 | 36 |
| **1965** | 389 | 15 | 32 |
| **1966** | 367 | 11 | 31 |
| **1967** | 316 | 9 | 30 |
| **1968** | 316 | 9 | 20 |
| **1969** | 343 | 5 | 32 |
| **1970** | 268 | 3 | 19 |
| **1971** | 270 | 1 | 27 |
| **1972** | 239 | 0 | 37 |
| **1973** | 352 | 2* | 25 |
| **1974** | 369 | 5** | 24 |
| **1975** | 363 | 0 | 22 |
| **1976** | 413 | 1 | 32 |
| **1977** | 344 | 0 | 25 |
| **1978** | 586 | 3 | 51 |
| **1979** | 546 | 52*** | 47 |
| **Total** | 8,094 | 294 | 747 |

Note: Prior to 1978, a combined AM-FM facility was counted as one radio unit in computing total number of stations traded.

†Includes single properties consisting of radio and TV stations.

# B

### The TV Marketplace

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### The Facilities of Television

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Broadcasting
Yearbook 1980

# The TV Marketplace

## The ADI Market Atlas

The Area of Dominant Influence is a geographic market design that defines each television market exclusive of the others, based on measurable viewing patterns. Each market's ADI consists of all counties in which the home market stations receive a preponderance of viewing, and every county in the U.S. (excluding Hawaii and part of Alaska) is allocated exclusively to only one ADI—there is no overlap. The estimated television households are therefore additive, and the total of all ADI's represents the total television households in the U.S.

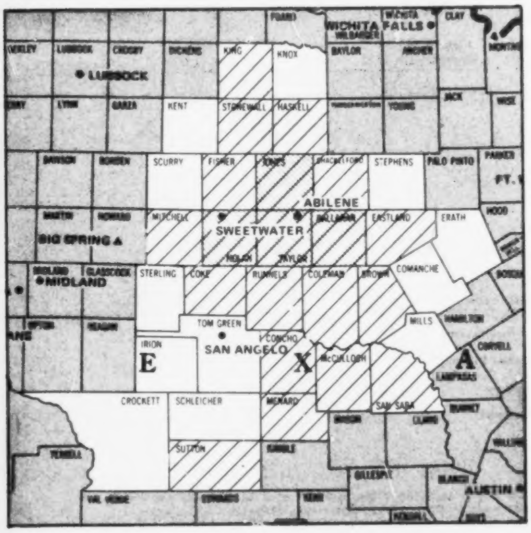
The ADI is a standard market definition. As a television buying tool it is a geographic and demographic means for maximum efficiency. As a station tool it has numerous applications for more effective sales efforts, and for programing and promotion planning.

Following, in alphabetical order, are Arbitron Television's 212 ADI markets for 1979, with coverage maps for each; county-by-county breakouts of TV households; and totals of women, men, teens and children in the ADI audience. Other data include the market's stations, and their cities of license, channel numbers and network affiliations. (Networks in parentheses indicate secondary affiliations.)

Coverage maps show total survey areas in white, the ADI's themselves in light crosshatching, and Arbitron Metro Rating Areas in heavier crosshatching. The survey areas consist of all counties in which the home market stations are viewed to any significant extent, including via cable. The Metro Areas, save for an occasional deviation caused by geographical or historical factors, conform to the U.S. Census Standard Metropolitan Statistical Areas.

Arbitron has also designated several "supplementary markets"—TV-station home counties where the stations of a different market receive the preponderance of viewing. Supplementary markets therefore do not meet Arbitron's criteria for having an ADI of their own; they are listed in this atlas next to the ADI of which they are a part. (Note—The survey area of a supplementary market usually differs from that of the neighboring ADI market.)

A complete list of the supplementary markets appears on page B-29, and a cross-reference list for cities in a multi-city ADI on B-78.



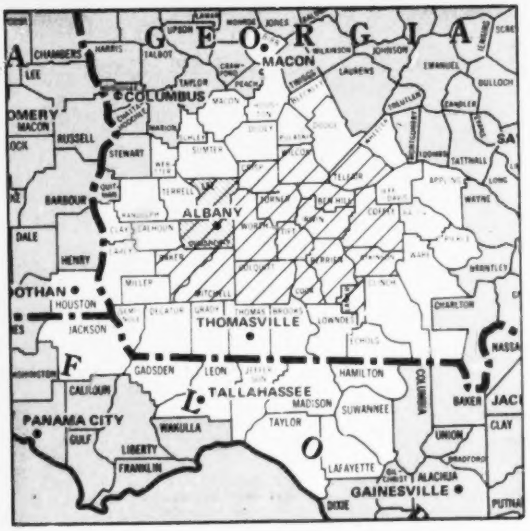
## Abilene-Sweetwater, Tex. (152)

| | |
|---|---|
| ADI TV Households | 103,700 |
| Survey Area TV Households | 174,500 |

**KACB-TV** San Angelo, Tex. ch 3, satellite to KRBC-TV
**KRBC-TV** Abilene, Tex., ch 9, NBC
**KTAB-TV** Abilene, Tex., ch. 32, CBS
**KTXS-TV** Sweetwater, Tex., ch. 12, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Brown | TX | 11,900 |
| Callahan | TX | 4,000 |
| Coke | TX | 1,200 |
| Coleman | TX | 4,400 |
| Eastland | TX | 7,600 |
| Fisher | TX | 2,500 |
| Haskell | TX | 2,900 |
| Jones | TX | 7,000 |
| King | TX | 200 |
| McCulloch | TX | 3,100 |
| Menard | TX | 1,000 |
| Mitchell | TX | 2,900 |
| Nolan | TX | 6,000 |
| Runnels | TX | 4,700 |
| Shackelford | TX | 1,300 |
| Stonewall | TX | 900 |
| Sutton | TX | 1,500 |
| Taylor | TX | 37,400 |

| | |
|---|---|
| **Women** | **107,400** |
| **Men** | **94,300** |
| **Teens** | **26,800** |
| **Children** | **35,800** |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COLUMBUS
ALBANY
THOMASVILLE
TALLAHASSEE
PANAMA CITY
GAINESVILLE
DOTHAN
FLO
GADSDEN
LEON
HAMILTON
MADISON
SUWANNEE
TAYLOR
LAFAYETTE
WAKULLA
LIBERTY
FRANKLIN
GULF
CALHOUN
JACKSON
HOUSTON
HENRY
DALE
BARBOUR
RUSSELL
STEWART
MILLER
MITCHELL
COLUMBIA
BAKER
UNION
CLAY
DIXIE
ALACHUA
UPSON
JONES
TALBOT
HARRIS
CHAMBERS
LEE
TAYLOR
LAURENS
JOHNSON
EMANUEL
BULLOCH
TERRELL
SUMTER
CHARLTON
BRANTLEY
WAYNE
ECHOLS
LOWNDES

## Albany, Ga. (150)

| | |
|---|---|
| ADI TV Households | 110,500 |
| Survey Area TV Households | 415,600 |

**WALB-TV** Albany, Ga., ch. 10, NBC (ABC)
***WABW-TV** Pelham, Ga., ch. 14, ET
**WJFT-TV** Albany, Ga., ch. 19, IND
**WTSG** Albany, Ga., ch. 31, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Atkinson | GA | 1,500 |
| Baker | GA | 1,100 |
| Ben Hill | GA | 5,600 |
| Berrien | GA | 4,400 |
| Coffee | GA | 7,600 |
| Colquitt | GA | 11,500 |
| Cook | GA | 4,100 |
| Crisp | GA | 6,200 |
| Dougherty | GA | 29,800 |
| Irwin | GA | 2,900 |
| Lanier | GA | 1,800 |
| Lee | GA | 3,200 |
| Mitchell | GA | 5,800 |
| Telfair | GA | 3,700 |
| Tift | GA | 10,200 |
| Turner | GA | 3,000 |
| Wilcox | GA | 2,500 |
| Worth | GA | 5,600 |

| | |
|---|---|
| **Women** | **119,900** |
| **Men** | **104,700** |
| **Teens** | **38,500** |
| **Children** | **58,900** |

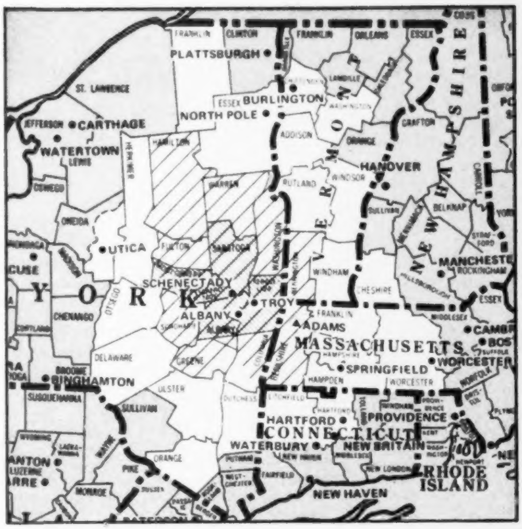
## Albany-Schenectady-Troy, N.Y. (48)

| | |
|---|---|
| ADI TV Households | 440,500 |
| Survey Area TV Households | 1,688,000 |

**WRGB** Schenectady, N.Y., ch. 6, NBC
**WTEN** Albany, N.Y., ch. 10, ABC
**WAST** Albany, N.Y., ch. 13, CBS
***WMHT** Schenectady, N.Y., ch. 17, ETV
**WCDC** Adams, Mass., ch 19, satellite to WTEN

| ADI Counties | State | TV Households |
|---|---|---|
| Berkshire | MA | 48,300 |
| Albany | NY | 100,700 |
| Columbia | NY | 20,700 |
| Fulton | NY | 21,600 |
| Greene | NY | 14,900 |
| Hamilton | NY | 1,900 |
| Montgomery | NY | 20,600 |
| Rensselaer | NY | 49,900 |
| Saratoga | NY | 47,300 |
| Schenectady | NY | 55,100 |
| Schoharie | NY | 9,900 |
| Warren | NY | 19,700 |
| Washington | NY | 18,400 |
| Bennington | VT | 11,500 |

| | |
|---|---|
| **Women** | **473,200** |
| **Men** | **417,300** |
| **Teens** | **130,900** |
| **Children** | **171,100** |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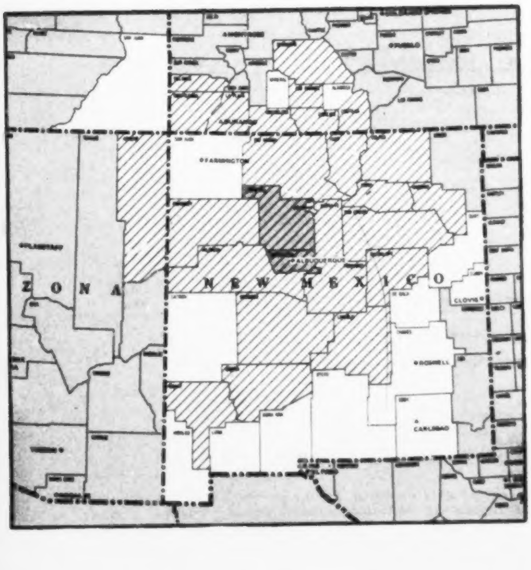
NORTH POLE
CARTHAGE
WATERTOWN
UTICA
SCHENECTADY
TROY
ALBANY
ADAMS
YORK
VERMONT
NEW HAMPSHIRE
HANOVER
MANCHESTER
MASSACHUSETTS
SPRINGFIELD
WORCESTER
BINGHAMTON
HARTFORD
PROVIDENCE
CONNECTICUT
WATERBURY
NEW BRITAIN
NEW HAVEN
RHODE ISLAND
ST. LAWRENCE
FRANKLIN
CLINTON
ESSEX
ORLEANS
ADDISON
ORANGE
RUTLAND
WINDSOR
GRAFTON
SULLIVAN
BELKNAP
CHESHIRE
WINDHAM
HAMILTON
WARREN
FULTON
SARATOGA
ONEIDA
CHENANGO
DELAWARE
GREENE
ULSTER
SULLIVAN
ORANGE
PIKE
WAYNE
DUTCHESS
LITCHFIELD
FAIRFIELD
HAMPDEN
BROOME
SUSQUEHANNA
CORTLAND
MIDDLESEX


FARMINGTON
ALBUQUERQUE
NEW MEXICO
ZONA
CLOVIS
ROSWELL
CARLSBAD

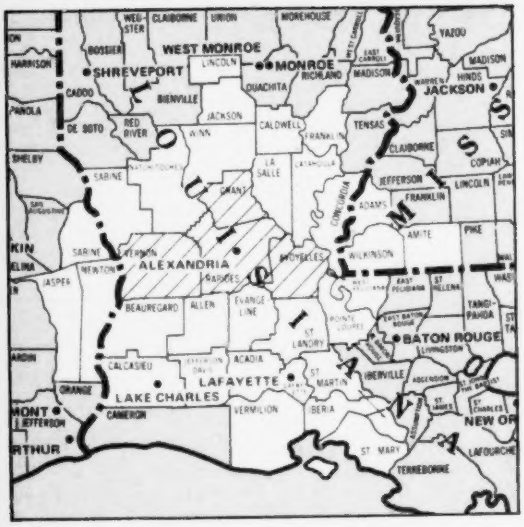
## Albuquerque, N.M. (75)

| | |
|---|---|
| ADI TV Households | 284,800 |
| Survey Area TV Households | 396,700 |

**KOB-TV** Albuquerque, N.M., ch. 4, NBC
***KNME-TV** Albuquerque, N.M., ch. 5, ETV
**KOAT-TV** Albuquerque, N.M., ch. 7, ABC
**KGGM-TV** Albuquerque, N.M., ch. 13, CBS
**KMXN-TV** Albuquerque, N.M., ch. 23, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Apache North | AZ | 7,800 |
| Archuleta | CO | 1,100 |
| Conejos | CO | 1,900 |
| Costilla | CO | 1,000 |
| Dolores | CO | 600 |
| La Plata | CO | 8,400 |
| Montezuma | CO | 5,300 |
| Rio Grande | CO | 3,300 |
| Saguache | CO | 1,200 |
| Bernalillo | NM | 141,600 |
| Colfax | NM | 4,400 |
| Grant | NM | 7,900 |
| Guadalupe | NM | 1,500 |
| Harding | NM | 400 |
| Lincoln | NM | 4,000 |
| Los Alamos | NM | 5,800 |
| McKinley | NM | 14,400 |
| Mora | NM | 1,400 |
| Rio Arriba | NM | 7,500 |
| Sandoval | NM | 6,200 |
| San Miguel | NM | 6,100 |
| Santa Fe | NM | 21,800 |
| Sierra | NM | 3,900 |
| Socorro | NM | 3,000 |
| Taos | NM | 6,000 |
| Torrance | NM | 2,300 |
| Valencia | NM | 16,000 |

| | |
|---|---|
| **Women** | **297,100** |
| **Men** | **276,500** |
| **Teens** | **100,700** |
| **Children** | **143,800** |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MONROE
JACKSON
LOUISIANA
ALEXANDRIA
LAKE CHARLES
LAFAYETTE
BATON ROUGE
NEW OR
RTHUR
MONT
CADDO
DE SOTO
RED RIVER
BIENVILLE
JACKSON
WINN
CALDWELL
FRANKLIN
TENSAS
OUACHITA
LINCOLN
RICHLAND
MADISON
CLAIBORNE
UNION
MOREHOUSE
BOSSIER
SABINE
GRANT
LA SALLE
CATAHOULA
CONCORDIA
RAPIDES
AVOYELLES
VERNON
BEAUREGARD
ALLEN
EVANGELINE
ST LANDRY
POINTE COUPEE
WEST FELICIANA
EAST FELICIANA
ST HELENA
TANGIPAHOA
LIVINGSTON
ASCENSION
IBERVILLE
ST MARTIN
IBERIA
ST MARY
TERREBONNE
LAFOURCHE
VERMILION
ACADIA
CALCASIEU
CAMERON
JEFFERSON DAVIS
NEWTON
JASPER
ORANGE
JEFFERSON
SHELBY
PANOLA
HARRISON
ADAMS
AMITE
PIKE
WILKINSON
FRANKLIN
LINCOLN
COPIAH
HINDS
YAZOO
MADISON
ST JAMES
ST CHARLES
ST JOHN THE BAPTIST

## Alexandria, La. (171)

| | |
|---|---|
| ADI TV Households | 66,000 |
| Survey Area TV Households | 392,100 |

**KALB-TV** Alexandria, La., ch. 5, NBC (ABC)

| ADI Counties | State | TV Households |
|---|---|---|
| Avoyelles | LA | 12,200 |
| Grant | LA | 5,000 |
| Rapides | LA | 38,200 |
| Vernon | LA | 10,600 |

| | |
|---|---|
| **Women** | **74,200** |
| **Men** | **79,400** |
| **Teens** | **24,100** |
| **Children** | **33,500** |

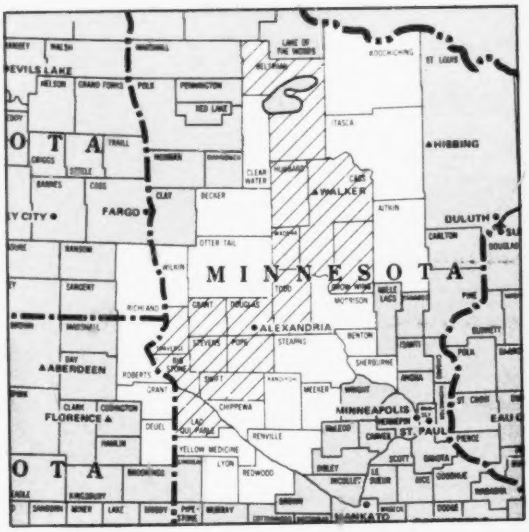
## Alexandria, Minn. (163)

| | |
|---|---|
| ADI TV Households | 82,700 |
| Survey Area TV Households | 268,500 |

**KCMT** Alexandria, Minn., ch. 7, NBC (ABC)
**KNMT** Walker, Minn., ch. 12, satellite to KCMT
***KAWE** Bemidji, Minn., ch 9, ETV
***KWCM-TV** Appleton, Minn., ch. 10, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Beltrami | MN | 9,600 |
| Big Stone | MN | 2,600 |
| Cass | MN | 7,600 |
| Crow Wing | MN | 15,100 |
| Douglas | MN | 9,500 |
| Grant | MN | 2,600 |
| Hubbard | MN | 4,800 |
| Lac qui Parle | MN | 3,900 |
| Pope | MN | 4,000 |
| Stevens | MN | 3,500 |
| Swift | MN | 4,500 |
| Todd | MN | 8,500 |
| Traverse | MN | 2,100 |
| Wadena | MN | 4,500 |

| | |
|---|---|
| **Women** | **85,500** |
| **Men** | **82,800** |
| **Teens** | **28,200** |
| **Children** | **32,800** |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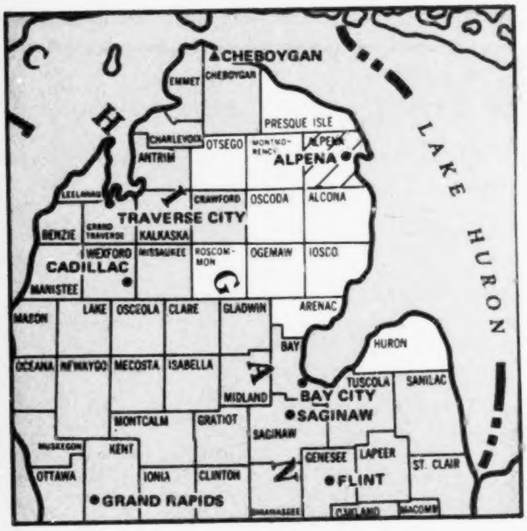
ALEXANDRIA
WALKER
HIBBING
DULUTH
FARGO
DEVILS LAKE
ABERDEEN
FLORENCE
MINNEAPOLIS
ST. PAUL
MANKATO
LAKE OF THE WOODS
KOOCHICHING
ST. LOUIS
BELTRAMI
ITASCA
CLEARWATER
HUBBARD
CASS
AITKIN
CARLTON
POLK
PENNINGTON
RED LAKE
NORMAN
BECKER
CLAY
OTTER TAIL
WADENA
WILKIN
TODD
CROW WING
MILLE LACS
MORRISON
GRANT
DOUGLAS
TRAVERSE
STEVENS
POPE
STEARNS
BENTON
SHERBURNE
BIG STONE
SWIFT
KANDIYOHI
MEEKER
WRIGHT
CHIPPEWA
LAC QUI PARLE
RENVILLE
YELLOW MEDICINE
LYON
REDWOOD
PINE
KANABEC
ISANTI
CHISAGO
POLK
ANOKA
HENNEPIN
CARVER
SCOTT
DAKOTA
GOODHUE
RICE
LE SUEUR
SIBLEY
MCLEOD
NICOLLET
PIERCE
EAU C
RICHLAND
SARGENT
MARSHALL
ROBERTS
GRANT
DEUEL
HAMLIN
CODINGTON
CLARK
DAY
BROOKINGS
KINGSBURY
PIPESTONE
MURRAY
GRIGGS
STEELE
TRAILL
GRAND FORKS
NELSON
WALSH
BARNES
CASS
RANSOM
CITY


MICHIGAN
LAKE HURON
CHEBOYGAN
ALPENA
TRAVERSE CITY
CADILLAC
BAY CITY
SAGINAW
FLINT
GRAND RAPIDS
EMMET
CHEBOYGAN
PRESQUE ISLE
CHARLEVOIX
OTSEGO
MONTMORENCY
ALPENA
ANTRIM
LEELANAU
CRAWFORD
OSCODA
ALCONA
BENZIE
GRAND TRAVERSE
KALKASKA
WEXFORD
MISSAUKEE
ROSCOMMON
OGEMAW
IOSCO
MANISTEE
MASON
LAKE
OSCEOLA
CLARE
GLADWIN
ARENAC
BAY
HURON
OCEANA
NEWAYGO
MECOSTA
ISABELLA
MIDLAND
TUSCOLA
SANILAC
MONTCALM
GRATIOT
SAGINAW
MUSKEGON
KENT
GENESEE
LAPEER
ST. CLAIR
OTTAWA
IONIA
CLINTON
SHIAWASSEE
OAKLAND
MACOMB

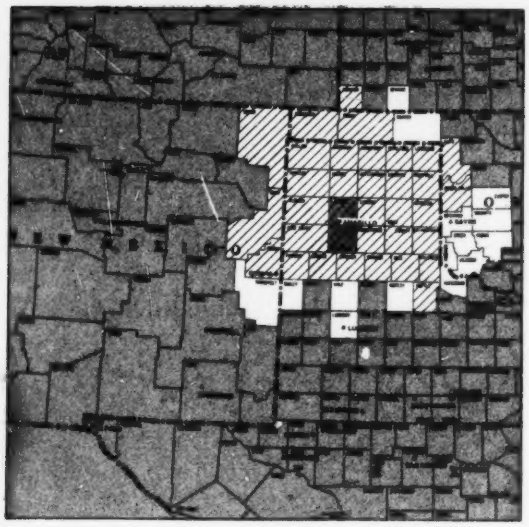
## Alpena, Mich. (211)

| | |
|---|---|
| ADI TV Households | 10,900 |
| Survey Area TV Households | 60,500 |

***WCML-TV** Alpena, Mich., ch 6, ETV
**WBKB-TV** Alpena, Mich., ch 11, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Alpena | MI | 10,900 |

| | |
|---|---|
| **Women** | **11,500** |
| **Men** | **10,700** |
| **Teens** | **4,200** |
| **Children** | **5,400** |



## Amarillo, Tex. (107)

| | |
|---|---|
| ADI TV Households | 162,700 |
| Survey Area TV Households | 354,500 |

**KAMR-TV** Amarillo, Tex., ch. 4, NBC
**KVII-TV** Amarillo, Tex., ch. 7, ABC
**KVIJ-TV** Sayre, Okla., ch. 8, satellite to KVII-TV
**KFDA-TV** Amarillo, Tex., ch. 10, CBS
**KFDW-TV** Clovis, N.M., ch. 12, ABC
**KJTV** Amarillo, Tex., ch. 14, IND
***KWET** Cheyenne, Okla., ch. 12, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Morton | KS | 1,200 |
| Curry | NM | 14,600 |
| Quay | NM | 4,000 |
| Union | NM | 1,800 |
| Cimarron | OK | 1,300 |
| Ellis | OK | 1,800 |
| Roger Mills | OK | 1,500 |
| Texas | OK | 6,200 |
| Armstrong | TX | 1,000 |
| Briscoe | TX | 800 |
| Carson | TX | 2,500 |
| Castro | TX | 2,700 |
| Childress | TX | 2,900 |
| Collingsworth | TX | 2,000 |
| Cottle | TX | 1,000 |
| Dallam | TX | 2,000 |
| Deaf Smith | TX | 5,500 |
| Donley | TX | 1,300 |
| Gray | TX | 9,800 |
| Hall | TX | 2,000 |
| Hansford | TX | 2,200 |
| Hartley | TX | 1,000 |
| Hemphill | TX | 1,600 |
| Hutchinson | TX | 10,300 |
| Lipscomb | TX | 1,300 |
| Moore | TX | 4,900 |
| Ochiltree | TX | 3,000 |
| Oldham | TX | 700 |
| Parmer | TX | 2,600 |
| Potter | TX | 35,000 |
| Randall | TX | 26,200 |
| Roberts | TX | 400 |
| Sherman | TX | 1,300 |
| Swisher | TX | 3,400 |
| Wheeler | TX | 2,400 |

| | |
|---|---|
| **Women** | **164,300** |
| **Men** | **153,200** |
| **Teens** | **49,800** |
| **Children** | **68,400** |

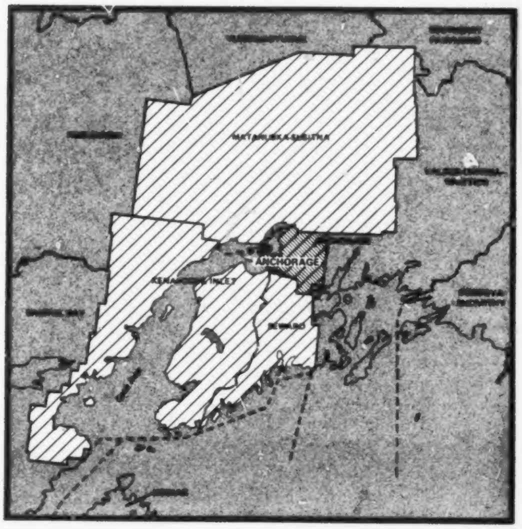
## Anchorage (169)

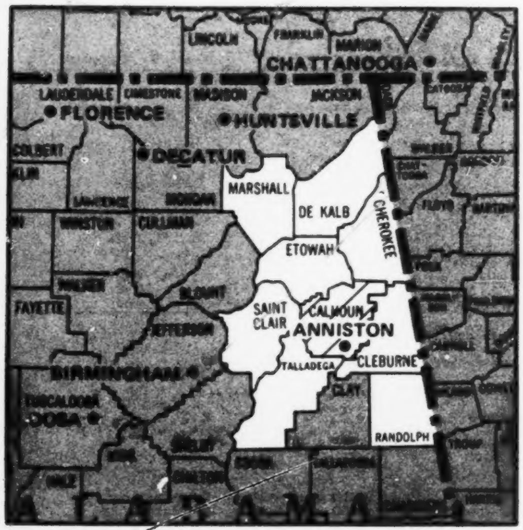
| | |
|---|---|
| ADI TV Households | 67,100 |
| Survey Area TV Households | 67,100 |

**KENI-TV** Anchorage, ch. 2, NBC
***KAKM** Anchorage, ch. 7, ETV
**KTVA** Anchorage, ch. 11, CBS
**KIMO** Anchorage, ch. 13, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Anchorage | AK | 57,600 |
| Kenai-Cook Inlet | AK | 4,500 |
| Matanuska-Susitna | AK | 4,200 |
| Seward | AK | 800 |

| | |
|---|---|
| **Women** | **66,700** |
| **Men** | **73,600** |
| **Teens** | **25,600** |
| **Children** | **41,100** |


MATANUSKA-SUSITNA
ANCHORAGE
KENAI-COOK INLET
SEWARD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FRANKLIN
MARION
CHATTANOOGA
LAUDERDALE
LIMESTONE
MADISON
JACKSON
FLORENCE
HUNTSVILLE
CATOOSA
COLBERT
DECATUR
MARSHALL
DE KALB
CHEROKEE
LAWRENCE
MORGAN
FLOYD
WINSTON
CULLMAN
ETOWAH
POLK
WALKER
BLOUNT
FAYETTE
SAINT CLAIR
CALHOUN
ANNISTON
JEFFERSON
BIRMINGHAM
TALLADEGA
CLEBURNE
CLAY
TUSCALOOSA
RANDOLPH
SHELBY
COOSA

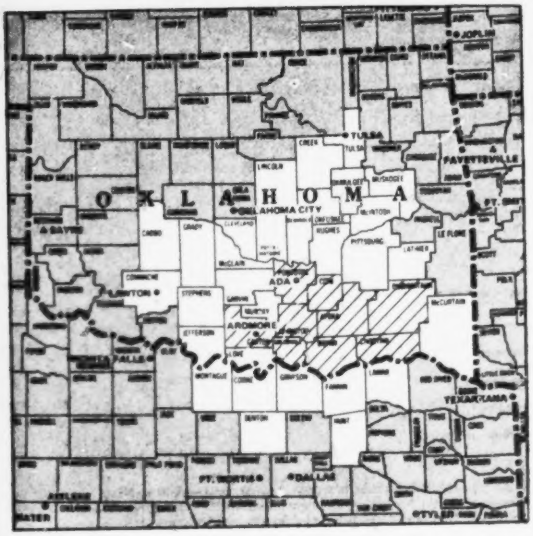
## Anniston, Ala. (193)

| | |
|---|---|
| ADI TV Households | 37,900 |
| Survey Area TV Households | 406,000 |

**WHMA-TV** Anniston, Ala., ch. 40, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Calhoun | AL | 37,900 |

| | |
|---|---|
| **Women** | **41,500** |
| **Men** | **40,800** |
| **Teens** | **11,200** |
| **Children** | **16,600** |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OKLAHOMA CITY
JOPLIN
FAYETTEVILLE
FT. SMITH
LAWTON
ADA
ARDMORE
WICHITA FALLS
TEXARKANA
FT. WORTH
DALLAS
ABILENE
TYLER

## Ardmore-Ada, Okla. (174)

| | |
|---|---|
| ADI TV Households | 64,200 |
| Survey Area TV Households | 662,400 |

**KTEN** Ada, Okla., ch. 10, ABC (NBC-CBS)
**KXII** Ardmore, Okla., ch. 12, CBS (NBC)

| ADI Counties | State | TV Households |
|---|---|---|
| Atoka | OK | 3,700 |
| Bryan | OK | 10,800 |
| Carter | OK | 16,700 |
| Choctaw | OK | 5,800 |
| Coal | OK | 2,300 |
| Johnston | OK | 3,700 |
| Marshall | OK | 3,900 |
| Pontotoc | OK | 13,400 |
| Pushmataha | OK | 3,900 |

| | |
|---|---|
| **Women** | **65,400** |
| **Men** | **58,100** |
| **Teens** | **16,800** |
| **Children** | **22,700** |

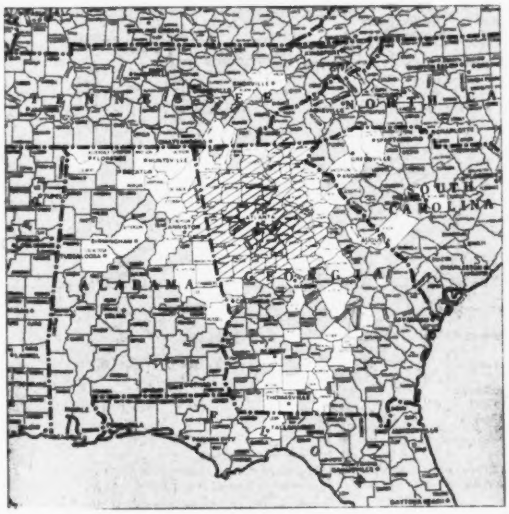
## Atlanta (16)

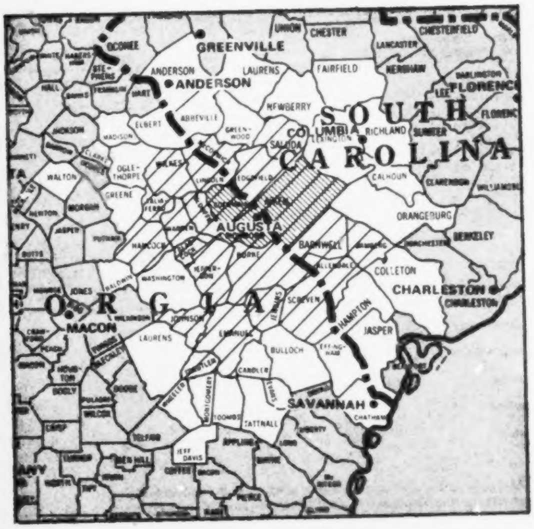
| | |
|---|---|
| ADI TV Households | 936,100 |
| Survey Area TV Households | 2,531,400 |

**WSB-TV** Atlanta, ch. 2, NBC
**WAGA-TV** Atlanta, ch. 5, CBS
***WGTV** Athens, ch. 8, ETV
**WXIA-TV** Atlanta, ch. 11, ABC
**WTBS** Atlanta, ch. 17, IND
***WETV** Atlanta, ch. 30, ETV
**WATL-TV** Atlanta, ch. 36, IND
**WANX-TV** Atlanta, ch. 46, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Cherokee | AL | 6,600 |
| Cleburne | AL | 4,200 |
| Baldwin | GA | 7,400 |
| Banks | GA | 2,400 |
| Barrow | GA | 6,800 |
| Bartow | GA | 12,800 |
| Butts | GA | 4,000 |
| Carroll | GA | 18,500 |
| Cherokee | GA | 14,600 |
| Clarke | GA | 24,200 |
| Clayton | GA | 46,500 |
| Cobb | GA | 89,800 |
| Coweta | GA | 12,200 |
| Dawson | GA | 1,800 |
| De Kalb | GA | 157,600 |
| Douglas | GA | 16,500 |
| Fayette | GA | 6,600 |
| Floyd | GA | 28,000 |
| Forsyth | GA | 7,900 |
| Fulton | GA | 209,300 |
| Gilmer | GA | 4,100 |
| Gordon | GA | 9,300 |
| Greene | GA | 3,300 |
| Gwinnett | GA | 46,900 |
| Habersham | GA | 8,200 |
| Hall | GA | 24,000 |
| Haralson | GA | 6,400 |
| Heard | GA | 2,100 |
| Henry | GA | 9,600 |
| Jackson | GA | 8,200 |
| Jasper | GA | 2,100 |
| Lamar | GA | 3,600 |
| Lumpkin | GA | 2,900 |
| Meriwether | GA | 6,000 |
| Monroe | GA | 3,500 |
| Morgan | GA | 2,800 |
| Newton | GA | 10,600 |
| Oconee | GA | 3,300 |
| Paulding | GA | 6,800 |
| Pickens | GA | 3,700 |
| Pike | GA | 2,600 |
| Polk | GA | 10,700 |
| Putnam | GA | 2,600 |
| Rabun | GA | 3,100 |
| Rockdale | GA | 9,900 |
| Spalding | GA | 16,600 |
| Towns | GA | 1,400 |
| Troup | GA | 15,900 |
| Union | GA | 2,700 |
| Upson | GA | 8,700 |
| Walton | GA | 10,100 |
| White | GA | 3,200 |
| Clay | NC | 2,000 |

| | |
|---|---|
| **Women** | **1,010,200** |
| **Men** | **907,400** |
| **Teens** | **278,100** |
| **Children** | **454,800** |


TENNESSEE
NORTH CAROLINA
SOUTH CAROLINA
ALABAMA
GEORGIA


GREENVILLE
ANDERSON
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COLUMBIA
FLORENCE
AUGUSTA
GEORGIA
MACON
CHARLESTON
SAVANNAH
OCONEE
UNION
CHESTER
CHESTERFIELD
LANCASTER
FAIRFIELD
KERSHAW
LAURENS
NEWBERRY
RICHLAND
SUMTER
CALHOUN
ORANGEBURG
BERKELEY
COLLETON
HAMPTON
JASPER
CHATHAM
BULLOCH
TATTNALL
LAURENS

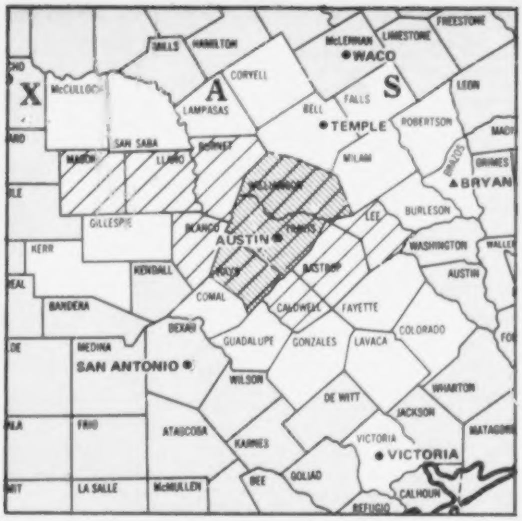
## Augusta, Ga. (109)

| | |
|---|---|
| ADI TV Households | 160,600 |
| Survey Area TV Households | 596,400 |

**WJBF** Augusta, Ga., ch. 6, ABC
**WRDW-TV** Augusta, Ga., ch. 12, CBS
***WEBA-TV** Allendale, S.C., ch. 14, ETV
***WCES-TV** Wrens, Ga., ch. 20, ETV
**WATU-TV** Augusta, Ga., ch. 26, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Burke | GA | 5,600 |
| Columbia | GA | 10,600 |
| Emanuel | GA | 6,900 |
| Glascock | GA | 700 |
| Hancock | GA | 2,700 |
| Jefferson | GA | 4,900 |
| Jenkins | GA | 2,900 |
| Johnson | GA | 2,600 |
| Lincoln | GA | 1,800 |
| McDuffie | GA | 5,700 |
| Richmond | GA | 46,300 |
| Screven | GA | 4,200 |
| Taliaferro | GA | 700 |
| Treutlen | GA | 2,000 |
| Warren | GA | 1,700 |
| Wilkes | GA | 3,400 |
| Aiken | SC | 32,300 |
| Allendale | SC | 3,100 |
| Bamberg | SC | 4,700 |
| Barnwell | SC | 5,800 |
| Edgefield | SC | 4,900 |
| McCormick | SC | 2,400 |
| Saluda | SC | 4,700 |

| | |
|---|---|
| **Women** | **180,100** |
| **Men** | **166,300** |
| **Teens** | **58,700** |
| **Children** | **83,200** |


X
A
S
HAMILTON
McLENNAN
WACO
LIMESTONE
FREESTONE
CORYELL
McCULLOCH
LAMPASAS
BELL
FALLS
LEON
TEMPLE
ROBERTSON
SAN SABA
LLANO
BURNET
MILAM
BRAZOS
GRIMES
MASON
WILLIAMSON
BRYAN
GILLESPIE
BLANCO
TRAVIS
LEE
BURLESON
AUSTIN
KERR
KENDALL
HAYS
BASTROP
WASHINGTON
AUSTIN
COMAL
CALDWELL
FAYETTE
BANDERA
BEXAR
GUADALUPE
GONZALES
LAVACA
COLORADO
MEDINA
SAN ANTONIO
WILSON
WHARTON
DE WITT
JACKSON
FRIO
ATASCOSA
KARNES
VICTORIA
VICTORIA
LA SALLE
McMULLEN
BEE
GOLIAD
CALHOUN
REFUGIO

## Austin, Tex. (99)

| | |
|---|---|
| ADI TV Households | 194,200 |
| Survey Area TV Households | 395,700 |

**KTBC-TV** Austin, Tex., ch. 7, CBS
**KVUE-TV** Austin, Tex., ch. 24, ABC
**KTVV** Austin, Tex., ch. 36, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Bastrop | TX | 7,500 |
| Blanco | TX | 1,600 |
| Burnet | TX | 6,700 |
| Caldwell | TX | 6,500 |
| Hays | TX | 10,200 |
| Lee | TX | 3,700 |
| Llano | TX | 4,000 |
| Mason | TX | 1,400 |
| Travis | TX | 133,300 |
| Williamson | TX | 19,300 |

| | |
|---|---|
| **Women** | **214,200** |
| **Men** | **206,000** |
| **Teens** | **53,900** |
| **Children** | **87,100** |

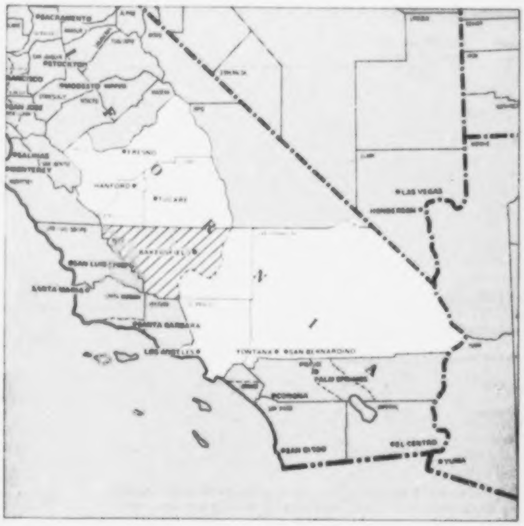
## Bakersfield, Calif. (155)

| | |
|---|---|
| ADI TV Households | 101,400 |
| Survey Area TV Households | 3,244,300 |

**KPWR-TV** Bakersfield, Calif., ch. 17, CBS
**KERO-TV** Bakersfield, Calif., ch. 23, NBC
**KBAK-TV** Bakersfield, Calif., ch. 29, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Kern West | CA | 101,400 |

| | |
|---|---|
| **Women** | **105,600** |
| **Men** | **100,900** |
| **Teens** | **35,000** |
| **Children** | **49,300** |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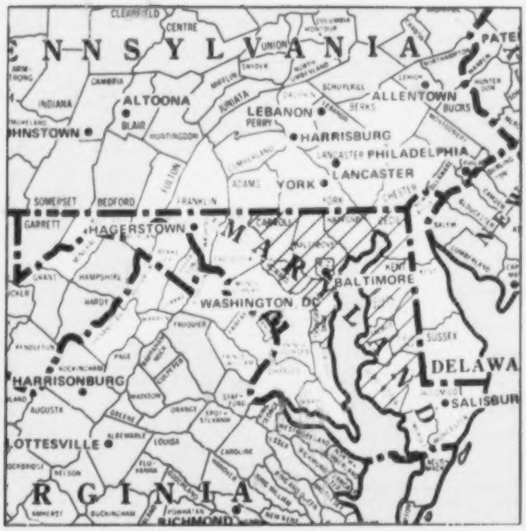
STOCKTON
MODESTO
FRESNO
HANFORD
TULARE
BAKERSFIELD
SAN LUIS OBISPO
SANTA MARIA
SANTA BARBARA
LOS ANGELES
SAN BERNARDINO
PALM SPRINGS
SAN DIEGO
EL CENTRO
LAS VEGAS
YUMA


N N S Y L V A N I A
CLEARFIELD
CENTRE
UNION
ALTOONA
CAMBRIA
INDIANA
BLAIR
HUNTINGDON
JUNIATA
SNYDER
SCHUYLKILL
LEBANON
BERKS
ALLENTOWN
LEHIGH
BUCKS
JOHNSTOWN
PERRY
HARRISBURG
LANCASTER
PHILADELPHIA
ADAMS
YORK
SOMERSET
BEDFORD
FULTON
FRANKLIN
CHESTER
GARRETT
HAGERSTOWN
M A R Y L A N D
CARROLL
BALTIMORE
HAMPSHIRE
GRANT
HARDY
WASHINGTON, DC
SUSSEX
DELAWA
HARRISONBURG
AUGUSTA
SALISBUR
OTTESVILLE
ALBEMARLE
R G I N I A
RICHMOND

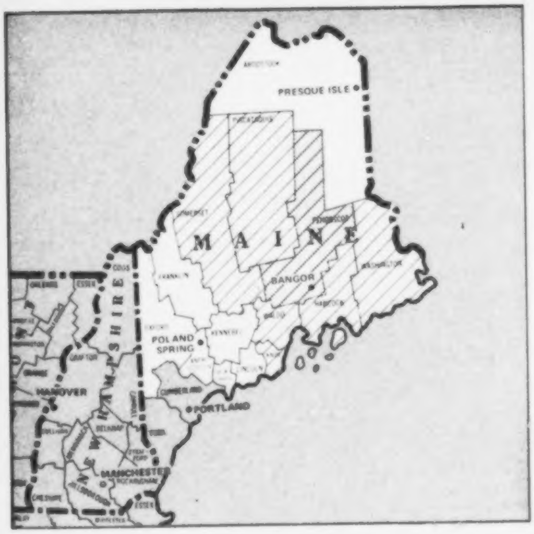
## Baltimore (19)

| | |
|---|---|
| ADI TV Households | 806,500 |
| Survey Area TV Households | 2,920,400 |

**WMAR-TV** Baltimore, ch. 2, CBS
**WBAL-TV** Baltimore, ch. 11, NBC
**WJZ-TV** Baltimore, ch. 13, ABC
***WAPB** Annapolis, Md., ch. 22, ETV
**WBFF** Baltimore, ch. 45, IND
***WMPB** Baltimore, ch. 67, ETV
**WNUV-TV** Baltimore, ch, 54, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Anne Arundel | MD | 119,000 |
| Baltimore | MD | 508,200 |
| Caroline | MD | 8,200 |
| Carroll | MD | 31,300 |
| Cecil | MD | 17,600 |
| Dorchester | MD | 11,400 |
| Harford | MD | 49,000 |
| Howard | MD | 37,800 |
| Kent | MD | 6,100 |
| Queen Annes | MD | 7,700 |
| Talbot | MD | 10,200 |

| | |
|---|---|
| **Women** | **883,100** |
| **Men** | **806,700** |
| **Teens** | **252,700** |
| **Children** | **317,100** |


MAINE
PRESQUE ISLE
BANGOR
POLAND SPRING
PORTLAND
NEW HAMPSHIRE
HANOVER
MANCHESTER

## Bangor, Me. (147)

ADI TV Households ........ 114,600
Survey Area TV Households ........ 249,000

**WLBZ-TV** Bangor, Me., ch. 2, NBC
**WABI-TV** Bangor, Me., ch. 5, CBS
**WVII-TV** Bangor, Me. ch. 7, ABC
***WMEB-TV** Orono, Me., ch. 12, ETV
***WMED-TV** Calais, Me., ch. 13, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Hancock | ME | 14,900 |
| Knox | ME | 11,700 |
| Penobscot | ME | 44,700 |
| Piscataquis | ME | 6,300 |
| Somerset | ME | 15,500 |
| Waldo | ME | 9,300 |
| Washington | ME | 12,200 |

| | |
|---|---|
| **Women** | **123,800** |
| **Men** | **115,300** |
| **Teens** | **35,900** |
| **Children** | **49,100** |

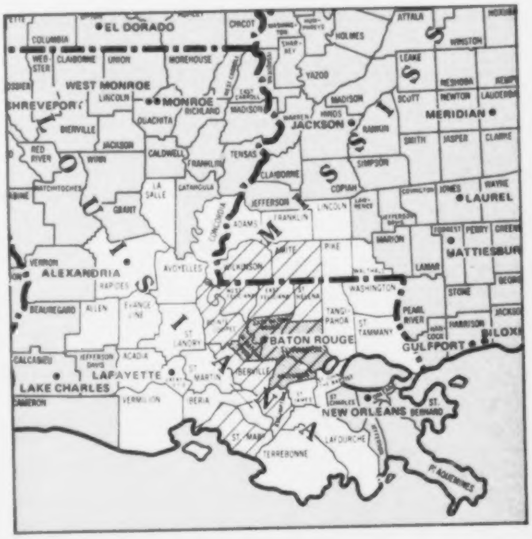
## Baton Rouge (92)

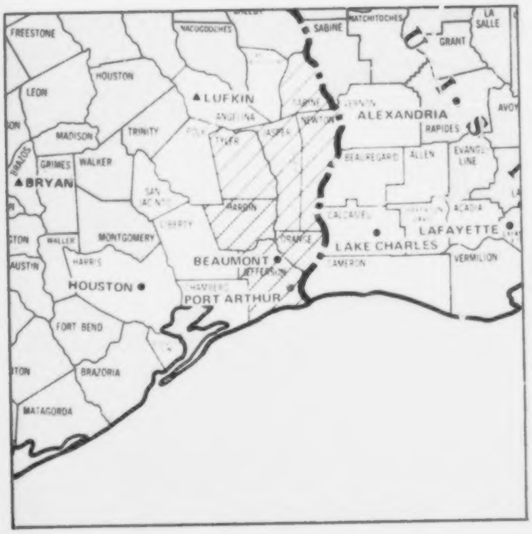
ADI TV Households ........ 201,500
Survey Area TV Households ........ 556,700

**WBRZ** Baton Rouge, ch. 2, ABC
**WAFB-TV** Baton Rouge, ch. 9, CBS
**WLPB-TV** Baton Rouge, ch. 27, ETV
**WRBT** Baton Rouge, ch. 33, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Ascension | LA | 13,400 |
| Assumption | LA | 5,700 |
| East Baton Rouge | LA | 114,600 |
| East Feliciana | LA | 3,700 |
| Iberville | LA | 8,600 |
| Livingston | LA | 15,600 |
| Pointe Coupee | LA | 6,200 |
| St. Helena | LA | 2,500 |
| St. Mary | LA | 17,500 |
| West Baton Rouge | LA | 5,400 |
| West Feliciana | LA | 1,800 |
| Amite | MS | 3,700 |
| Wilkinson | MS | 2,800 |

| | |
|---|---|
| **Women** | **220,100** |
| **Men** | **207,900** |
| **Teens** | **72,800** |
| **Children** | **108,000** |


EL DORADO
WEST MONROE
MONROE
SHREVEPORT
JACKSON
MERIDIAN
LAUREL
HATTIESBURG
ALEXANDRIA
BATON ROUGE
GULFPORT
BILOXI
LAFAYETTE
LAKE CHARLES
NEW ORLEANS
LOUISIANA
MISSISSIPPI


LUFKIN
ALEXANDRIA
BRYAN
LAKE CHARLES
LAFAYETTE
BEAUMONT
HOUSTON
PORT ARTHUR

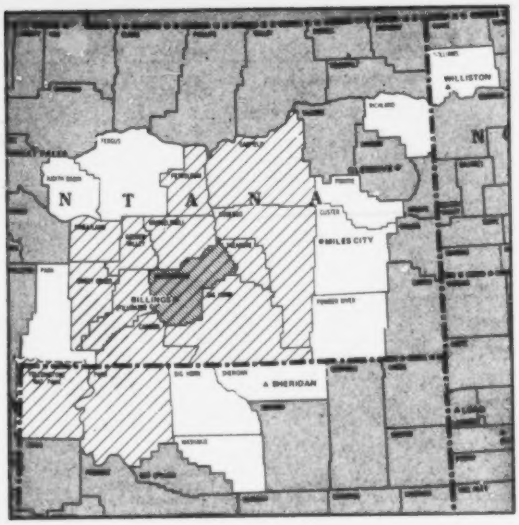
## Beaumont-Port Arthur, Tex. (119)

ADI TV Households ........ 153,000
Survey Area TV Households ........ 1,115,900

**KJAC-TV** Port Arthur, Tex., ch. 4, NBC
**KFDM-TV** Beaumont, Tex., ch. 6, CBS
**KBMT** Beaumont, Tex., ch. 12, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Hardin | TX | 12,900 |
| Jasper | TX | 9,000 |
| Jefferson | TX | 89,900 |
| Newton | TX | 4,100 |
| Orange | TX | 29,400 |
| Sabine | TX | 2,500 |
| Tyler | TX | 5,200 |

| | |
|---|---|
| **Women** | **156,600** |
| **Men** | **143,800** |
| **Teens** | **48,800** |
| **Children** | **60,900** |


WILLISTON
N
N T A N A
MILES CITY
BILLINGS
SHERIDAN
CUSTER
FERGUS

## Billings, Mont. (176)

| | |
|---|---|
| ADI TV Households | 61,600 |
| Survey Area TV Households | 103,100 |

**KTVQ** Billings, Mont., ch. 2, CBS (NBC)
**KULR-TV** Billings, Mont., ch. 8, ABC (NBC-CBS)
**KOUS-TV** Hardin, Mont., ch. 4, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Big Horn | MT | 2,900 |
| Carbon | MT | 3,200 |
| Garfield | MT | 500 |
| Golden Valley | MT | 400 |
| Musselshell | MT | 1,900 |
| Petroleum | MT | 300 |
| Rosebud | MT | 3,700 |
| Stillwater | MT | 1,900 |
| Sweet Grass | MT | 1,200 |
| Treasure | MT | 400 |
| Wheatland | MT | 700 |
| Yellowstone | MT | 37,400 |
| Park | WY | 6,900 |
| Yellowstone Natl Prk | WY | 200 |

| | |
|---|---|
| **Women** | 61,800 |
| **Men** | 58,600 |
| **Teens** | 20,000 |
| **Children** | 27,000 |

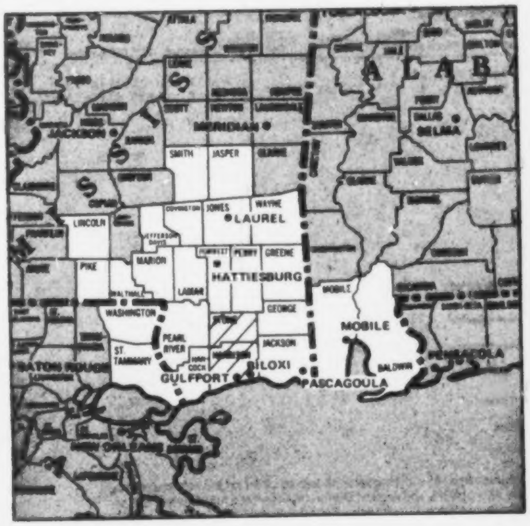
## Biloxi-Gulfport-Pascagoula, Miss. (183)

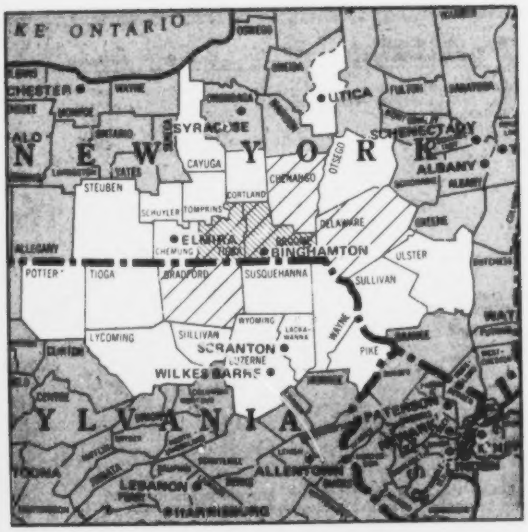
| | |
|---|---|
| ADI TV Households | 50,300 |
| Survey Area TV Households | 391,500 |

**WLOX-TV** Biloxi, Miss., ch. 13, ABC
***WMAH** Biloxi, Miss., ch. 19, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Harrison | MS | 47,700 |
| Stone | MS | 2,600 |

| | |
|---|---|
| **Women** | 49,400 |
| **Men** | 59,000 |
| **Teens** | 15,900 |
| **Children** | 29,000 |


ALAB
SELMA
JACKSON
MERIDIAN
SMITH
JASPER
COVINGTON
JONES
WAYNE
LAUREL
LINCOLN
PIKE
MARION
JEFFERSON DAVIS
FORREST
PERRY
GREENE
HATTIESBURG
WALTHALL
LAMAR
GEORGE
WASHINGTON
PEARL RIVER
ST. TAMMANY
JACKSON
MOBILE
MOBILE
BATON ROUGE
GULFPORT
BILOXI
PASCAGOULA
BALDWIN
PENSACOLA


KE ONTARIO
CHESTER
WAYNE
ONEIDA
UTICA
FULTON
SYRACUSE
SCHENECTADY
ALBANY
N E W Y O R K
CAYUGA
OTSEGO
CHENANGO
STEUBEN
CORTLAND
SCHUYLER
TOMPKINS
DELAWARE
ELMIRA
CHEMUNG
TIOGA
BROOME
BINGHAMTON
ULSTER
ALLEGANY
POTTER
TIOGA
BRADFORD
SUSQUEHANNA
SULLIVAN
WYOMING
LACKAWANNA
WAYNE
LYCOMING
SULLIVAN
SCRANTON
LUZERNE
PIKE
WILKES BARRE
Y L V A N I A
PATERSON
ALLENTOWN
LEBANON
HARRISBURG

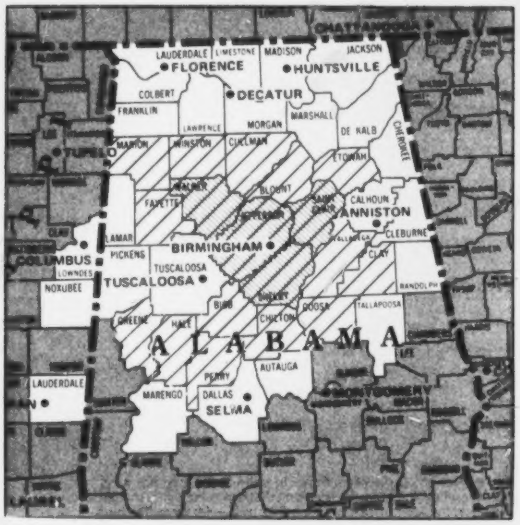
## Binghamton, N.Y. (124)

| | |
|---|---|
| ADI TV Households | 147,700 |
| Survey Area TV Households | 713,000 |

**WBNG-TV** Binghamton, N.Y., ch. 12, CBS
**WMGC-TV** Binghamton, N.Y., ch. 34, ABC
**WICZ-TV** Binghamton, N.Y., ch. 40, NBC
***WSKG** Binghamton, N.Y., ch. 46, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Broome | NY | 78,100 |
| Chenango | NY | 16,700 |
| Delaware | NY | 16,700 |
| Tioga | NY | 16,600 |
| Bradford | PA | 19,600 |

| | |
|---|---|
| **Women** | 154,500 |
| **Men** | 138,700 |
| **Teens** | 46,200 |
| **Children** | 61,900 |


CHATTANOOGA
LAUDERDALE
LIMESTONE
MADISON
JACKSON
FLORENCE
HUNTSVILLE
COLBERT
DECATUR
FRANKLIN
LAWRENCE
MORGAN
MARSHALL
DE KALB
CHEROKEE
TUPELO
MARION
WINSTON
CULLMAN
ETOWAH
BLOUNT
FAYETTE
WALKER
CALHOUN
ANNISTON
LAMAR
JEFFERSON
CLEBURNE
BIRMINGHAM
PICKENS
TUSCALOOSA
CLAY
COLUMBUS
LOWNDES
NOXUBEE
TUSCALOOSA
RANDOLPH
BIBB
SHELBY
COOSA
TALLAPOOSA
CHILTON
GREENE
HALE
A L A B A M A
PERRY
AUTAUGA
LAUDERDALE
MARENGO
DALLAS
SELMA
MONTGOMERY

## Birmingham, Ala. (49)

| | |
|---|---|
| ADI TV Households | 436,200 |
| Survey Area TV Households | 840,700 |

**WBRC-TV** Birmingham, Ala., ch. 6, ABC
***WCIQ** Mt. Cheaha State Park, Ala., ch. 7, ETV
***WBIQ** Birmingham, Ala., ch. 10, ETV
**WAPI-TV** Birmingham, Ala., ch. 13, NBC
**WBMG** Birmingham, Ala., ch. 42, CBS
**WNAL** Gadsen, Ala., ch. 44, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Bibb | AL | 4,700 |
| Blount | AL | 13,800 |
| Chilton | AL | 10,300 |
| Clay | AL | 5,000 |
| Coosa | AL | 4,000 |
| Cullman | AL | 21,000 |
| Etowah | AL | 34,600 |
| Fayette | AL | 5,900 |
| Greene | AL | 3,000 |
| Hale | AL | 4,300 |
| Jefferson | AL | 230,300 |
| Marion | AL | 10,000 |
| Perry | AL | 3,800 |
| St. Clair | AL | 12,800 |
| Shelby | AL | 18,700 |
| Talladega | AL | 23,100 |
| Walker | AL | 24,000 |
| Winston | AL | 7,700 |

| | |
|---|---|
| **Women** | **477,800** |
| **Men** | **411,400** |
| **Teens** | **134,300** |
| **Children** | **183,300** |

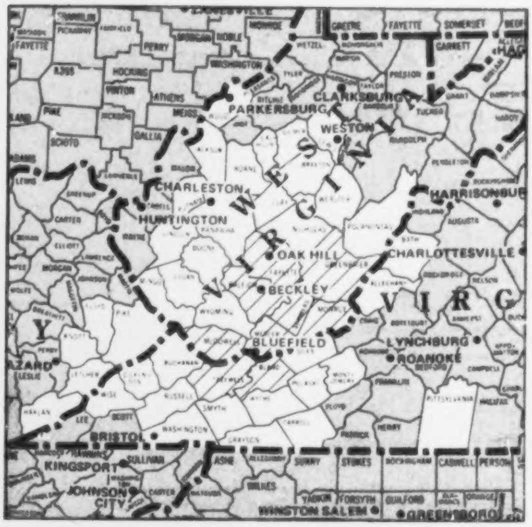
## Bluefield-Beckley-Oak Hill, W. Va. (139)

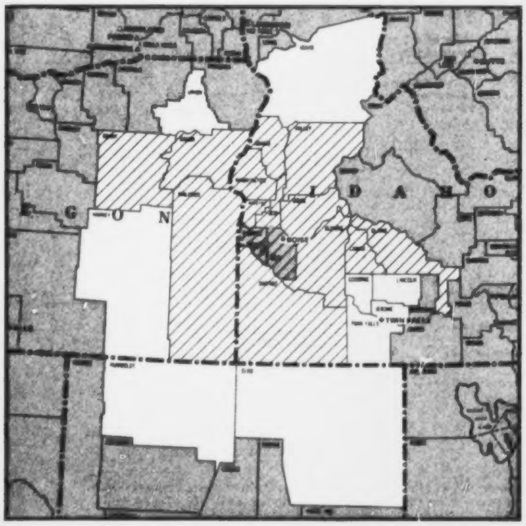
| | |
|---|---|
| ADI TV Households | 128,800 |
| Survey Area TV Households | 587,100 |

**WOAY-TV** Oak Hill, W. Va., ch. 4 ABC (CBS)
**WVVA** Bluefield, W. Va., ch. 6, NBC
***WSWP-TV** Grandview, W. Va., ch. 9, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Bland | VA | 2,100 |
| Tazewell | VA | 17,300 |
| Fayette | WV | 19,200 |
| Greenbrier | WV | 11,900 |
| McDowell | WV | 16,200 |
| Mercer | WV | 24,100 |
| Monroe | WV | 3,900 |
| Raleigh | WV | 28,900 |
| Summers | WV | 5,200 |

| | |
|---|---|
| **Women** | **139,300** |
| **Men** | **123,100** |
| **Teens** | **41,000** |
| **Children** | **57,500** |


ZANESVILLE
MONROE
GREENE
FAYETTE
SOMERSET
FAYETTE
PERRY
NOBLE
WASHINGTON
WETZEL
GARRETT
HOCKING
ATHENS
TYLER
PRESTON
VINTON
RITCHIE
CLARKSBURG
PARKERSBURG
PIKE
JACKSON
MEIGS
WESTON
TUCKER
SCIOTO
GALLIA
W E S T
CHARLESTON
V I R G I N I A
HARRISONBURG
HUNTINGTON
CARTER
WAYNE
AUGUSTA
OAK HILL
CHARLOTTESVILLE
BECKLEY
V I R G
BLUEFIELD
LYNCHBURG
ROANOKE
BEDFORD
HAZARD
LESLIE
BRISTOL
KINGSPORT
SULLIVAN
JOHNSON CITY
WINSTON SALEM
GREENSBORO
SURRY
STOKES
ROCKINGHAM
CASWELL
PERSON
FORSYTH
GUILFORD


E G O N
I D A H O
BOISE
TWIN FALLS

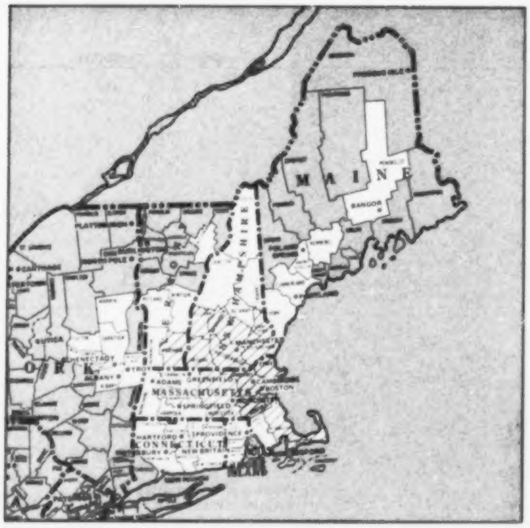
## Boise, Idaho (142)

| | |
|---|---|
| ADI TV Households | 128,100 |
| Survey Area TV Households | 166,000 |

**KBCI-TV** Boise, Idaho, ch. 2, CBS
***KAID** Boise, Idaho, ch. 4, ETV
**KIVI** Nampa, Idaho, ch. 6, ABC
**KTVB** Boise, Idaho, ch. 7, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Ada | ID | 54,700 |
| Adams | ID | 1,100 |
| Blaine | ID | 3,400 |
| Boise | ID | 800 |
| Camas | ID | 200 |
| Canyon | ID | 27,100 |
| Elmore | ID | 6,900 |
| Gem | ID | 4,100 |
| Owyhee | ID | 2,400 |
| Payette | ID | 6,000 |
| Valley | ID | 1,600 |
| Washington | ID | 3,200 |
| Baker | OR | 5,800 |
| Grant | OR | 2,500 |
| Malheur | OR | 8,300 |

| | |
|---|---|
| **Women** | **129,800** |
| **Men** | **124,000** |
| **Teens** | **38,800** |
| **Children** | **59,100** |



## Boston (6)

| | |
|---|---|
| ADI TV Households | 1,807,200 |
| Survey Area TV Households | 3,761,300 |

***WGBH-TV** Boston, ch. 2, ETV
**WBZ-TV** Boston, ch. 4, NBC
**WCVB-TV** Boston, ch. 5, ABC
**WNAC-TV** Boston, ch. 7, CBS
***WENH-TV** Durham, N.H., ch. 11, ETV
**WXNE-TV** Boston, ch. 25, IND
**WBBK-TV** Boston, ch. 38, IND
***WGBX-TV** Boston, ch. 44, ETV
***WEKW-TV** Keene, N.H., ch. 52, ETV
**WLVI-TV** Cambridge, Mass. ch. 56, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Barnstable | MA | 56,600 |
| Dukes | MA | 3,900 |
| Essex | MA | 220,500 |
| Middlesex | MA | 462,200 |
| Nantucket | MA | 2,200 |
| Norfolk | MA | 204,600 |
| Plymouth | MA | 133,000 |
| Suffolk | MA | 256,700 |
| Worcester | MA | 215,600 |
| Cheshire | NH | 20,400 |
| Hillsborough | NH | 90,100 |
| Merrimack | NH | 31,000 |
| Rockingham | NH | 59,300 |
| Strafford | NH | 27,300 |
| Windham | VT | 11,900 |

| | |
|---|---|
| **Women** | **2,026,000** |
| **Men** | **1,772,600** |
| **Teens** | **545,400** |
| **Children** | **703,100** |

### Manchester, N.H. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WMUR-TV** Manchester, N.H., ch. 9, ABC

| | |
|---|---|
| Home county | Hillsborough |
| TV Households | 90,100 |

### Worcester, Mass. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WSMW-TV** Worcester, Mass., ch. 27, IND

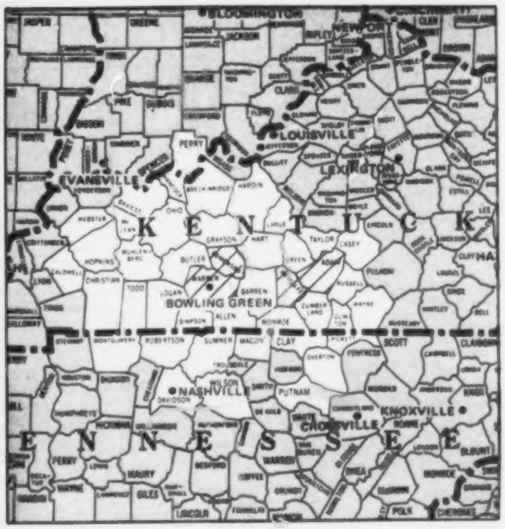
| | |
|---|---|
| Home county | Worcester |
| TV Households | 215,600 |

Forty-four Emmys in three years

It's a record we're proud of. You see, for the last seven years we've been establishing a tradition here in New England . . . it's one of quality local programming. We'll carry that tradition with us right into the 1980's producing more local programming than any other TV station in New England . . . we call it the New Tradition.

**nationally represented by HRP**
**WCVBTV Boston**

channel 5 &you


LOUISVILLE
LEXINGTON
EVANSVILLE
K E N T U C K
BOWLING GREEN
NASHVILLE
KNOXVILLE
CROSSVILLE
T E N N E S S E E

## Bowling Green, Ky. (196)

| | |
|---|---|
| ADI TV Households | 32,200 |
| Survey Area TV Households | 536,600 |

**WBKO** Bowling Green, Ky., ch. 13, ABC
***WKGB** Bowling Green, Ky., ch. 53, ETV

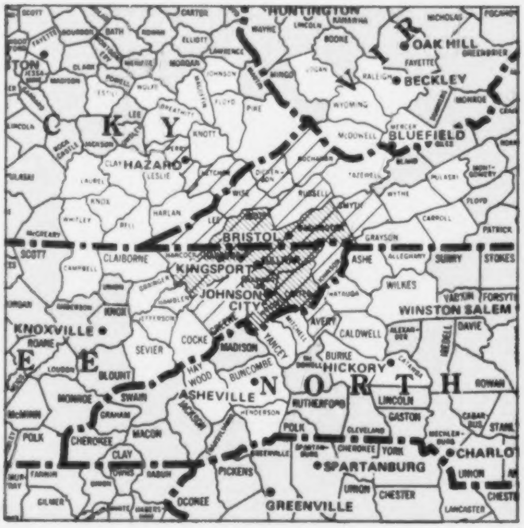
| ADI Counties | State | TV Households |
|---|---|---|
| Adair | KY | 5,000 |
| Edmonson | KY | 3,300 |
| Metcalfe | KY | 3,200 |
| Warren | KY | 21,700 |
| **Women** | | **37,200** |
| **Men** | | **35,300** |
| **Teens** | | **8,900** |
| **Children** | | **13,600** |

## Bristol, Va.-Kingsport-Johnson City, Tenn. (84)

| | |
|---|---|
| ADI TV Households | 248,600 |
| Survey Area TV Households | 730,300 |

**WCYB-TV** Bristol, Va., ch. 5, NBC
**WJHL-TV** Johnson City, Tenn., ch. 11, CBS
**WKPT-TV** Kingsport, Tenn.-Bristol, Va., ch. 19, ABC
***WSVN-TV** Norton, Va., ch. 47, ETV
***WUNE-TV** Linville, N.C., ch. 17, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Letcher | KY | 8,800 |
| Perry | KY | 8,700 |
| Avery | NC | 4,300 |
| Carter | TN | 15,900 |
| Greene | TN | 17,700 |
| Hawkins | TN | 12,500 |
| Johnson | TN | 4,800 |
| Sullivan | TN | 48,400 |
| Unicoi | TN | 5,900 |
| Washington | TN | 28,400 |
| Buchanan | VA | 10,100 |
| Dickenson | VA | 6,600 |
| Lee | VA | 10,100 |
| Russell | VA | 9,000 |
| Scott | VA | 8,500 |
| Smyth | VA | 10,800 |
| Washington | VA | 21,300 |
| Wise | VA | 16,800 |
| **Women** | | **273,500** |
| **Men** | | **249,800** |
| **Teens** | | **76,600** |
| **Children** | | **105,000** |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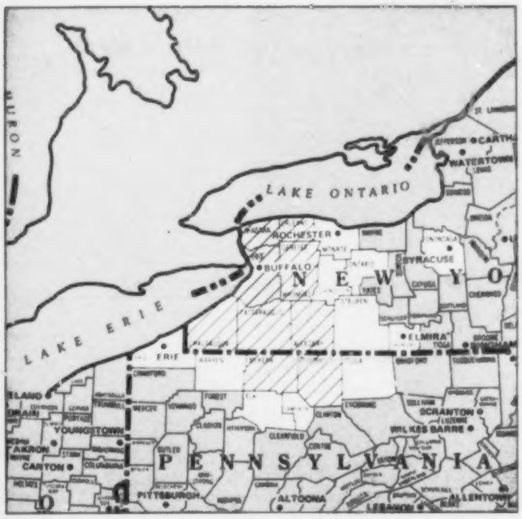
OAK HILL
BECKLEY
BLUEFIELD
HAZARD
BRISTOL
KINGSPORT
JOHNSON CITY
KNOXVILLE
WINSTON SALEM
HICKORY
ASHEVILLE
NORTH
SPARTANBURG
GREENVILLE
CHARLOT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ROCHESTER
BUFFALO
N E W Y O
LAKE ERIE
SYRACUSE
ELMIRA
WATERTOWN
ERIE
YOUNGSTOWN
AKRON
CANTON
SCRANTON
WILKES BARRE
PITTSBURGH
ALTOONA
P E N N S Y L V A N I A

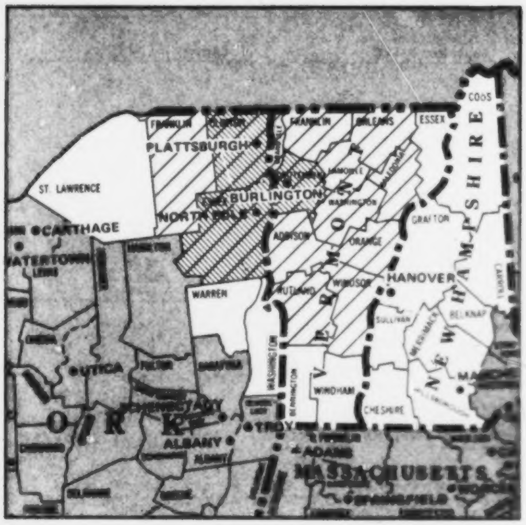
## Buffalo, N.Y. (29)

| | |
|---|---|
| ADI TV Households | 628,600 |
| Survey Area TV Households | 1,280,200 |

**WGR-TV** Buffalo, N.Y., ch. 2, NBC
**WIVB-TV** Buffalo, N.Y., ch. 4, CBS
**WKBW-TV** Buffalo, N.Y., ch. 7, ABC
***WNED-TV** Buffalo, N.Y., ch. 17, ETV
**WUTV** Buffalo, N.Y., ch. 29, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Allegany | NY | 16,600 |
| Cattaraugus | NY | 29,200 |
| Chautauqua | NY | 53,500 |
| Erie | NY | 375,500 |
| Genesee | NY | 20,900 |
| Niagara | NY | 82,200 |
| Orleans | NY | 13,200 |
| Wyoming | NY | 12,700 |
| McKean | PA | 19,000 |
| Potter | PA | 5,800 |
| **Women** | | **657,900** |
| **Men** | | **581,000** |
| **Teens** | | **199,400** |
| **Children** | | **251,100** |

## Burlington, Vt.-Plattsburgh, N.Y. (98)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CLINTON
FRANKLIN
ORLEANS
ESSEX
PLATTSBURGH
ST. LAWRENCE
BURLINGTON
NORTH POLE
CARTHAGE
WATERTOWN
GRAFTON
WARREN
HANOVER
RUTLAND
WINDSOR
ORANGE
ADDISON
SULLIVAN
BELKNAP
UTICA
WINDHAM
CHESHIRE
NEW HAMPSHIRE
VERMONT
ALBANY
TROY
ADAMS
MASSACHUSETTS
SPRINGFIELD

| | |
|---|---|
| ADI TV Households | 194,900 |
| Survey Area TV Households | 483,500 |

**WCAX-TV** Burlington, Vt., ch. 3, CBS
**WPTZ** North Pole (Plattsburgh), N.Y., ch. 5, NBC
***WVTB** St. Johnsbury, Vt., ch. 20, Satellite to WETK
**WEZF-TV** Burlington, Vt., ch. 22, ABC
***WVER** Rutland, Vt., ch. 28, Satellite to WETK
***WETK** Burlington, Vt., ch. 33, ETV
***WVTA** Windsor, Vt., ch. 41, Satellite to WETK
**WCFE-TV** Plattsburgh, N.Y., ch. 57, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Clinton | NY | 25,600 |
| Essex | NY | 12,500 |
| Franklin | NY | 14,800 |
| Addison | VT | 8,200 |
| Caledonia | VT | 9,300 |
| Chittenden | VT | 36,600 |
| Franklin | VT | 11,300 |
| Grand Isle | VT | 1,500 |
| Lamoille | VT | 5,300 |
| Orange | VT | 7,100 |
| Orleans | VT | 8,000 |
| Rutland | VT | 19,400 |
| Washington | VT | 17,700 |
| Windsor | VT | 17,600 |

| | |
|---|---|
| **Women** | **207,700** |
| **Men** | **193,800** |
| **Teens** | **83,700** |
| **Children** | **88,500** |

### Hanover, N.H. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WNNE-TV** Hanover, N.M., ch. 31, NBC

| | |
|---|---|
| Home county | Grafton |
| TV Households | 20,600 |

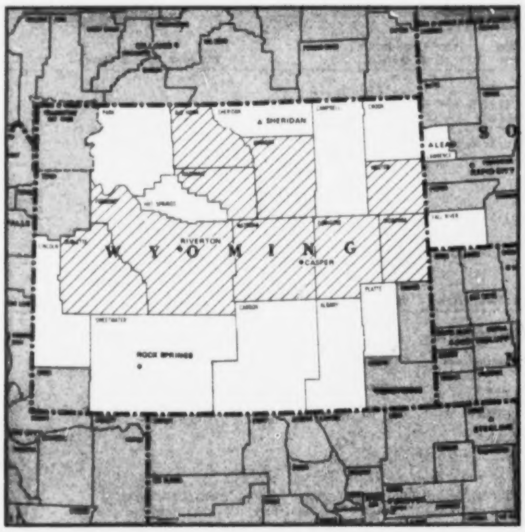
## Casper-Riverton, Wyo. (180)

| | |
|---|---|
| ADI TV Households | 52,700 |
| Survey Area TV Households | 118,200 |

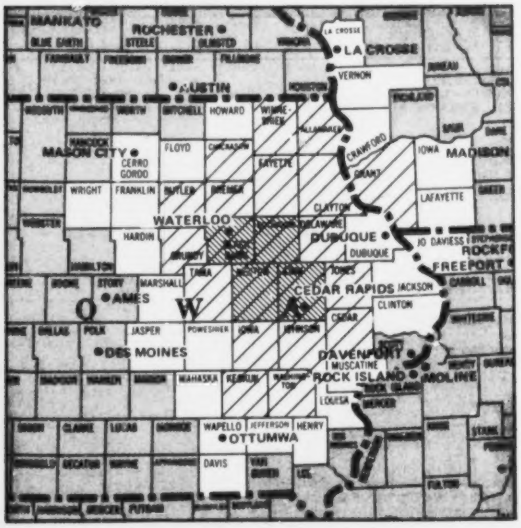
**KTWO-TV** Casper, Wyo., ch. 2, ABC (NBC-CBS)
**KWRB-TV** Riverton, Wyo., ch. 10, NBC (CBS)

| ADI Counties | State | TV Households |
|---|---|---|
| Big Horn | WY | 4,100 |
| Converse | WY | 3,800 |
| Fremont | WY | 11,300 |
| Johnson | WY | 2,400 |
| Natrona | WY | 22,700 |
| Niobrara | WY | 1,100 |
| Sublette | WY | 1,900 |
| Washakie | WY | 3,200 |
| Weston | WY | 2,200 |

| | |
|---|---|
| **Women** | **53,000** |
| **Men** | **51,300** |
| **Teens** | **17,500** |
| **Children** | **23,500** |


SHERIDAN
HOT SPRINGS
RIVERTON
WYOMING
CASPER
ROCK SPRINGS
SWEETWATER
CARBON
ALBANY
PLATTE
SO

## Cedar Rapids-Waterloo, Iowa (79)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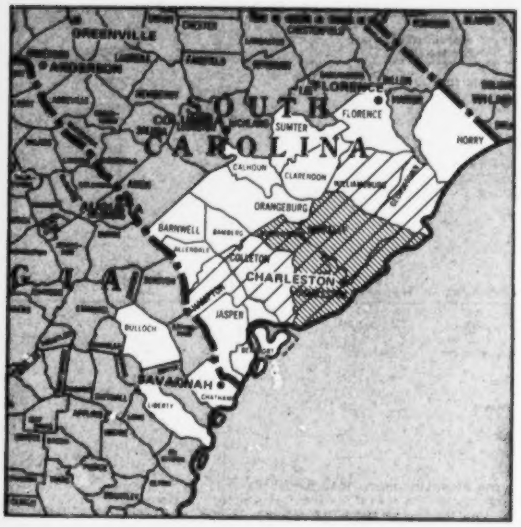
ROCHESTER
LA CROSSE
LA CROSSE
AUSTIN
VERNON
HOWARD
MASON CITY
CERRO GORDO
FLOYD
IOWA
MADISON
WRIGHT
FRANKLIN
FAYETTE
CRAWFORD
GRANT
LAFAYETTE
CLAYTON
WATERLOO
HARDIN
DUBUQUE
DUBUQUE
JO DAVIESS
ROCKF
FREEPORT
AMES
MARSHALL
TAMA
JONES
CEDAR RAPIDS
JACKSON
CLINTON
CEDAR
IOWA
JASPER
POWESHIEK
DES MOINES
DAVENPORT
MUSCATINE
ROCK ISLAND
MOLINE
MAHASKA
KEOKUK
WASHINGTON
LOUISA
WAPELLO
JEFFERSON
HENRY
OTTUMWA
DAVIS

| | |
|---|---|
| ADI TV Households | 256,800 |
| Survey Area TV Households | 513,500 |

**WMT-TV** Cedar Rapids, Iowa, ch. 2, CBS
**KWWL-TV** Waterloo, Iowa ch. 7, NBC
**KCRG-TV** Cedar Rapids, Iowa, ch. 9, ABC
***KIIN-TV** Iowa City, Iowa, ch. 12, ETV
***KRIN** Waterloo, Iowa, ch. 32, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Allamakee | IA | 5,100 |
| Benton | IA | 8,400 |
| Black Hawk | IA | 44,900 |
| Bremer | IA | 8,000 |
| Buchanan | IA | 7,100 |
| Butler | IA | 6,200 |
| Cedar | IA | 6,400 |
| Chickasaw | IA | 5,100 |
| Clayton | IA | 7,300 |
| Delaware | IA | 6,200 |
| Fayette | IA | 9,300 |
| Grundy | IA | 5,100 |
| Iowa | IA | 5,200 |
| Johnson | IA | 27,100 |
| Jones | IA | 6,400 |
| Keokuk | IA | 5,400 |
| Linn | IA | 57,900 |
| Tama | IA | 7,200 |
| Washington | IA | 6,400 |
| Winneshiek | IA | 6,400 |
| Grant | WI | 15,700 |

| | |
|---|---|
| **Women** | **282,500** |
| **Men** | **259,600** |
| **Teens** | **81,200** |
| **Children** | **107,800** |



GREENVILLE
ANDERSON
SOUTH
CAROLINA
FLORENCE
SUMTER
COLUMBIA
CALHOUN
CLARENDON
ORANGEBURG
WILLIAMSBURG
BARNWELL
ALLENDALE
COLLETON
CHARLESTON
JASPER
BULLOCH
SAVANNAH
CHATHAM
LIBERTY
HORRY
AUGUSTA

## Charleston, S.C. (117)

| | |
|---|---|
| ADI TV Households | 154,800 |
| Survey Area TV Households | 374,500 |

**WCBD-TV** Charleston, S.C., ch 2, ABC
**WCIV** Charleston, S.C., ch 4, NBC
**WCSC-TV** Charleston, S.C., ch 5, CBS
***WITV** Charleston, S.C., ch 7, ETV

| ADI Counties* | State | TV Households |
|---|---|---|
| Berkeley | SC | 21,900 |
| Charleston | SC | 81,500 |
| Colleton | SC | 9,500 |
| Dorchester | SC | 15,300 |
| Georgetown | SC | 11,600 |
| Hampton | SC | 5,400 |
| Williamsburg | SC | 9,600 |

| | |
|---|---|
| **Women** | **166,500** |
| **Men** | **168,400** |
| **Teens** | **58,200** |
| **Children** | **89,200** |

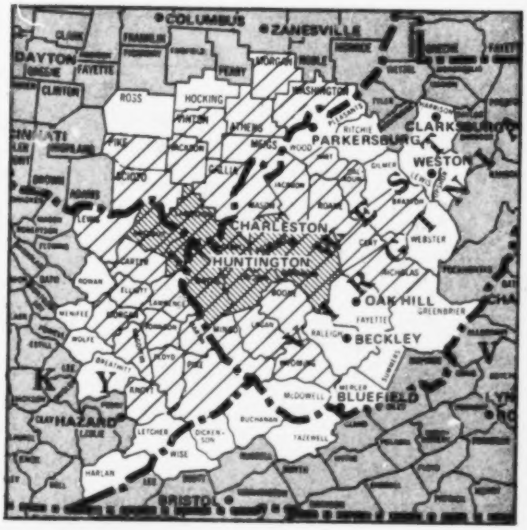
## Charleston-Huntington, W.Va. (41)

| | |
|---|---|
| ADI TV Households | 480,500 |
| Survey Area TV Households | 760,800 |

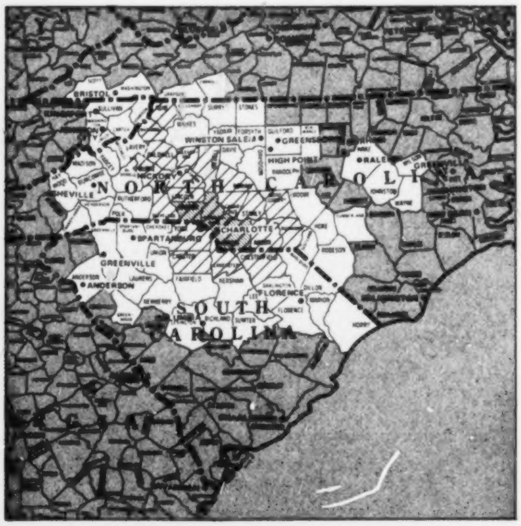
**WSAZ-TV** Huntington, W.Va, ch. 3, NBC
**WCHS-TV** Charleston, W.Va, ch. 8, CBS
**WOWK-TV** Huntington, W.Va, ch. 13, ABC
***WOUB-TV** Athens, Ohio, ch. 20, ETV
***WKPI** Pikeville, Ky, ch. 22, ETV
***WKAS** Ashland, Ky., ch. 25, ETV
***WMUL-TV** Huntington, W.Va., ch. 33, ETV
***WPBO-TV** Portsmouth, Ohio, ch. 42, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Boyd | KY | 18,600 |
| Carter | KY | 8,100 |
| Elliott | KY | 2,000 |
| Floyd | KY | 13,900 |
| Greenup | KY | 11,100 |
| Johnson | KY | 7,800 |
| Knott | KY | 4,800 |
| Lawrence | KY | 4,400 |
| Lewis | KY | 4,400 |
| Magoffin | KY | 3,800 |
| Martin | KY | 3,500 |
| Morgan | KY | 3,400 |
| Pike | KY | 22,400 |
| Athens | OH | 14,100 |
| Gallia | OH | 10,300 |
| Jackson | OH | 10,100 |
| Lawrence | OH | 21,600 |
| Meigs | OH | 7,600 |
| Morgan | OH | 4,200 |
| Pike | OH | 6,900 |
| Scioto | OH | 28,800 |
| Vinton | OH | 3,500 |
| Washington | OH | 19,700 |
| Boone | WV | 10,100 |
| Braxton | WV | 4,500 |
| Cabell | WV | 39,300 |
| Calhoun | WV | 2,700 |
| Clay | WV | 3,300 |
| Jackson | WV | 8,000 |
| Kanawha | WV | 83,000 |
| Lincoln | WV | 7,000 |
| Logan | WV | 16,100 |
| Mason | WV | 8,800 |
| Mingo | WV | 11,300 |
| Nicholas | WV | 9,000 |
| Putnam | WV | 11,200 |
| Roane | WV | 5,200 |
| Wayne | WV | 14,300 |
| Wirt | WV | 1,400 |
| Wyoming | WV | 10,300 |

| | |
|---|---|
| **Women** | **520,200** |
| **Men** | **474,400** |
| **Teens** | **154,700** |
| **Children** | **216,200** |



COLUMBUS
ZANESVILLE
DAYTON
ROSS
HOCKING
ATHENS
MEIGS
WOOD
PARKERSBURG
CLARKSBURG
WESTON
CHARLESTON
HUNTINGTON
WEBSTER
OAK HILL
GREENBRIER
FAYETTE
RALEIGH
BECKLEY
McDOWELL
BLUEFIELD
K Y
HAZARD
LETCHER
WISE
HARLAN
BUCHANAN
TAZEWELL
BRISTOL



BRISTOL
WINSTON SALEM
GREENSBORO
HIGH POINT
RALEIGH
NORTH CAROLINA
CHARLOTTE
SPARTANBURG
GREENVILLE
ANDERSON
SOUTH
CAROLINA
FLORENCE
HORRY

## Charlotte, N.C. (32)

| | |
|---|---|
| ADI TV Households | 549,700 |
| Survey Area TV Households | 2,013,400 |

**WBTV** Charlotte, N.C., ch. 3, CBS
**WSOC-TV** Charlotte, N.C., ch. 9, ABC
**WHKY-TV** Hickory, N.C., ch. 14, IND
**WCCB** Charlotte, N.C. ch. 18, IND
**WNSC-TV** Rock Hill, S.C., ch. 30, ETV
**WRET-TV** Charlotte, N.C., ch. 36, NBC
***WTVI** Charlotte, N.C. ch. 42, ETV
***WUNG-TV** Concord, N.C., ch. 58, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Alexander | NC | 7,500 |
| Anson | NC | 7,400 |
| Ashe | NC | 7,100 |
| Burke | NC | 21,000 |
| Cabarrus | NC | 28,600 |
| Caldwell | NC | 20,100 |
| Catawba | NC | 35,800 |
| Cleveland | NC | 26,300 |
| Gaston | NC | 54,300 |
| Iredell | NC | 27,700 |
| Lincoln | NC | 13,600 |
| Mecklenburg | NC | 131,900 |
| Montgomery | NC | 6,400 |
| Richmond | NC | 14,000 |
| Rowan | NC | 34,100 |
| Stanly | NC | 16,400 |
| Union | NC | 21,000 |
| Watauga | NC | 9,600 |
| Chester | SC | 9,900 |
| Chesterfield | SC | 10,800 |
| Lancaster | SC | 14,600 |
| York | SC | 31,600 |

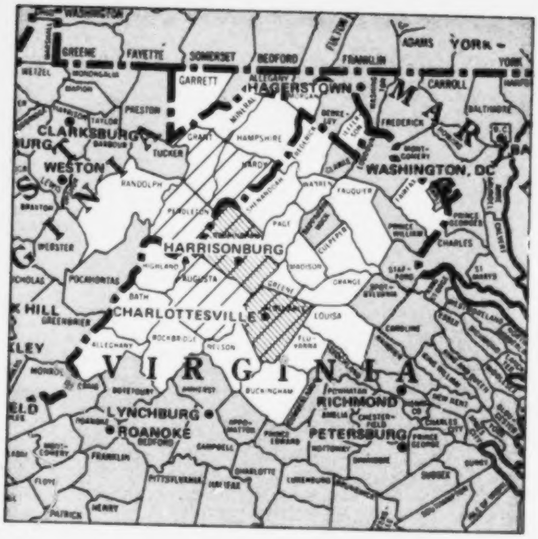
| | |
|---|---|
| **Women** | **612,200** |
| **Men** | **539,000** |
| **Teens** | **186,100** |
| **Children** | **243,000** |

### Hickory, N.C. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WHKY-TV** Hickory, N.C., ch. 14, IND

| | |
|---|---|
| Home county | Catawba |
| TV Households | 35,800 |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SOMERSET
BEDFORD
FULTON
FRANKLIN
ADAMS
YORK
GARRETT
HAGERSTOWN
CARROLL
BALTIMORE
PRESTON
FREDERICK
CLARKSBURG
GRANT
HAMPSHIRE
TUCKER
WESTON
WASHINGTON, DC
RANDOLPH
FAUQUIER
PENDLETON
CULPEPER
HARRISONBURG
MADISON
ORANGE
CHARLOTTESVILLE
LOUISA
VIRGINIA
BUCKINGHAM
RICHMOND
LYNCHBURG
ROANOKE
PETERSBURG
FRANKLIN
PITTSYLVANIA
HALIFAX
HENRY
PATRICK

## Charlottesville-Harrisonburg (157)

| | |
|---|---|
| ADI TV Households | 95,700 |
| Survey Area TV Households | 309,400 |

**WHSV-TV** Harrisonburg, Va., ch. 3, ABC
**WVIR-TV** Charlottesville, Va., ch. 29, NBC
***WVPT** Staunton, Va., ch. 51, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Albemarle | VA | 31,900 |
| Augusta | VA | 30,800 |
| Rockingham | VA | 24,500 |
| Grant | VA | 2,900 |
| Hardy | VA | 3,200 |
| Pendelton | VA | 2,400 |

| | |
|---|---|
| **Women** | **107,800** |
| **Men** | **99,700** |
| **Teens** | **26,800** |
| **Children** | **35,600** |

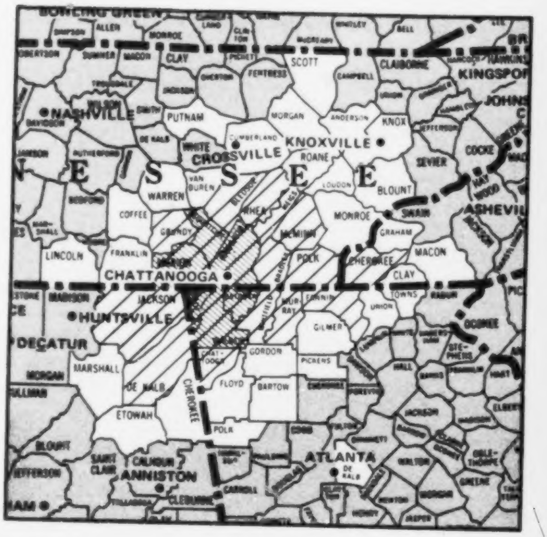
## Chattanooga (71)

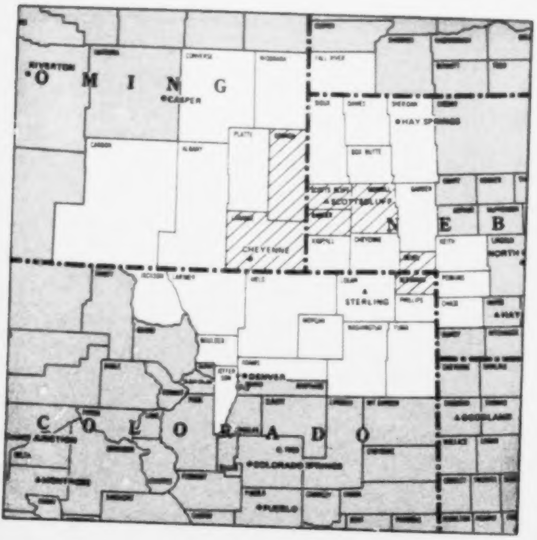
| | |
|---|---|
| ADI TV Households | 297,000 |
| Survey Area TV Households | 915,100 |

**WRCB-TV** Chattanooga, ch. 3, NBC
**WTVC** Chattanooga, ch. 9, ABC
**WDEF-TV** Chattanooga, ch. 12, CBS
***WCLP-TV** Chatsworth, Ga., ch. 18, ETV
***WTCI** Chattanooga, ch. 45, ETV
**WRIP-TV** Chattanooga, ch. 61, IND

| ADI Counties | State | TV Households |
|---|---|---|
| DeKalb | AL | 18,200 |
| Jackson | AL | 18,100 |
| Catoosa | GA | 12,300 |
| Chattooga | GA | 8,200 |
| Dade | GA | 4,100 |
| Fannin | GA | 5,000 |
| Murray | GA | 5,900 |
| Walker | GA | 18,400 |
| Whitfield | GA | 20,900 |
| Cherokee | NC | 5,900 |
| Bledsoe | TN | 2,900 |
| Bradley | TN | 21,300 |
| Grundy | TN | 4,100 |
| Hamilton | TN | 113,600 |
| McMinn | TN | 13,700 |
| Marion | TN | 7,500 |
| Meigs | TN | 2,500 |
| Polk | TN | 4,300 |
| Rhea | TN | 7,700 |
| Sequatchie | TN | 2,400 |

| | |
|---|---|
| **Women** | **304,700** |
| **Men** | **270,200** |
| **Teens** | **83,300** |
| **Children** | **126,200** |


BOWLING GREEN
ALLEN
MONROE
CLAY
SCOTT
CLAIBORNE
KINGSPORT
NASHVILLE
PUTNAM
MORGAN
ANDERSON
KNOX
KNOXVILLE
CROSSVILLE
ROANE
COCKE
SEVIER
WARREN
BLOUNT
COFFEE
MONROE
GRAHAM
ASHEVILLE
LINCOLN
FRANKLIN
MACON
CHATTANOOGA
CLAY
JACKSON
HUNTSVILLE
DECATUR
MARSHALL
GILMER
GORDON
PICKENS
DE KALB
FLOYD
BARTOW
ETOWAH
CHEROKEE
POLK
ATLANTA
ANNISTON
CALHOUN
BLOUNT
JEFFERSON


RIVERTON
WYOMING
CASPER
HAY SPRINGS
SCOTTSBLUFF
NEB
CHEYENNE
STERLING
NORTH
DENVER
COLORADO
COLORADO SPRINGS
PUEBLO

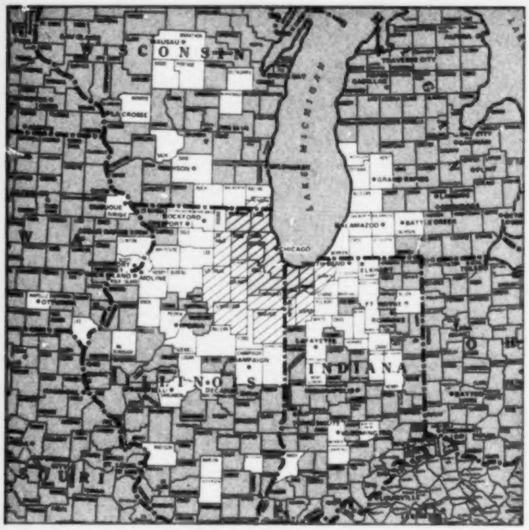
## Cheyenne, Wyo. (187)

| | |
|---|---|
| ADI TV Households | 48,400 |
| Survey Area TV Households | 336,600 |

**KYCU-TV** Cheyenne, Wyo., ch. 5, CBS (ABC-NBC)
**KTVS** Sterling, Colo., ch. 3, satellite to KYCU-TV
**KSTF** Scottsbluff, Neb., ch. 10, satellite to KYCU-TV

| ADI Counties | State | TV Households |
|---|---|---|
| Sedgwick | CO | 1,400 |
| Banner | NE | 500 |
| Deuel | NE | 1,000 |
| Morrill | NE | 2,300 |
| Scotts Bluff | NE | 13,500 |
| Goshen | WY | 4,700 |
| Laramie | WY | 25,000 |

| | |
|---|---|
| **Women** | **48,200** |
| **Men** | **46,000** |
| **Teens** | **14,300** |
| **Children** | **20,500** |


W I S C O N S I N
LAKE MICHIGAN
CHICAGO
I L L I N O I S
I N D I A N A
O H
S O U R I

## Chicago (3)

| | |
|---|---|
| ADI TV Households | 2,849,700 |
| Survey Area TV Households | 5,123,000 |

**WBBM-TV** Chicago, ch. 2, CBS
**WMAQ-TV** Chicago, ch. 5, NBC
**WLS-TV** Chicago, ch. 7, ABC
**WGN-TV** Chicago, ch. 9, IND
***WTTW** Chicago, ch. 11, ETV
**WCIU-TV** Chicago, ch. 26, IND
**WFLD-TV** Chicago, ch. 32, IND
**WCFC-TV** Chicago, ch. 38, IND
**WSNS** Chicago, ch. 44, IND
***WCAE** St. John, Ind., ch. 50, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Cook | IL | 1,882,300 |
| De Kalb | IL | 22,800 |
| Du Page | IL | 176,400 |
| Grundy | IL | 10,200 |
| Iroquis | IL | 12,100 |
| Kane | IL | 87,800 |
| Kankakee | IL | 30,800 |
| Kendall | IL | 11,100 |
| Lake | IL | 123,600 |
| La Salle | IL | 37,500 |
| Livingston | IL | 14,100 |
| McHenry | IL | 45,300 |
| Will | IL | 98,300 |
| Jasper | IN | 8,200 |
| Lake | IN | 171,800 |
| La Porte | IN | 34,500 |
| Newton | IN | 5,200 |
| Porter | IN | 33,600 |
| Kenosha | WI | 44,100 |

| | |
|---|---|
| **Women** | **3,044,000** |
| **Men** | **2,772,900** |
| **Teens** | **882,500** |
| **Children** | **1,257,600** |

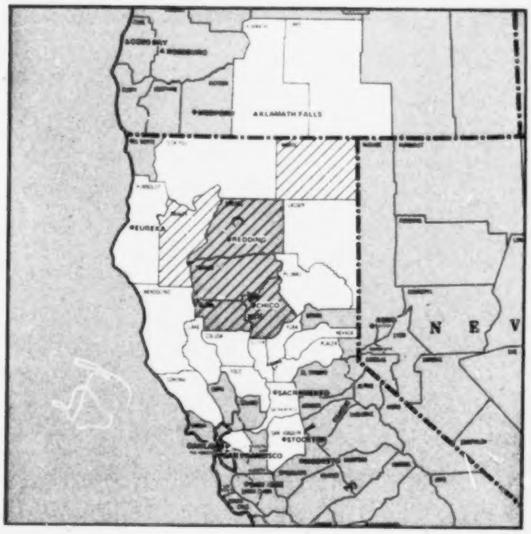
## Chico-Redding, Calif. (146)

| | |
|---|---|
| ADI TV Households | 116,200 |
| Survey Area TV Households | 1,010,000 |

**KRCR-TV** Redding, Calif., ch. 7, ABC (NBC)
***KIXE** Redding, Calif., ch. 9, ETV
**KHSL-TV** Chico, Calif., ch. 12, CBS (NBC)

| ADI Counties | State | TV Households |
|---|---|---|
| Butte | CA | 50,200 |
| Glenn | CA | 7,300 |
| Modoc | CA | 3,300 |
| Shasta | CA | 38,100 |
| Tehama | CA | 13,000 |
| Trinity | CA | 4,300 |

| | |
|---|---|
| **Women** | **112,700** |
| **Men** | **106,700** |
| **Teens** | **31,800** |
| **Children** | **39,500** |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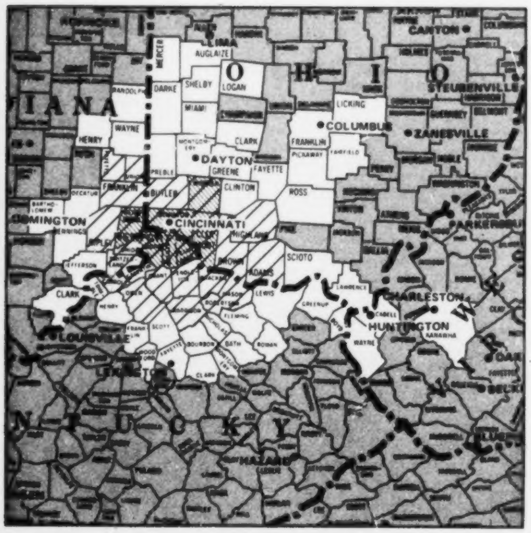
EUREKA
REDDING
CHICO
SACRAMENTO
STOCKTON
N E V


O H I O
IANA
LIMA
CANTON
STEUBENVILLE
COLUMBUS
ZANESVILLE
DAYTON
CINCINNATI
CHARLESTON
HUNTINGTON
LOUISVILLE
N T U C K Y

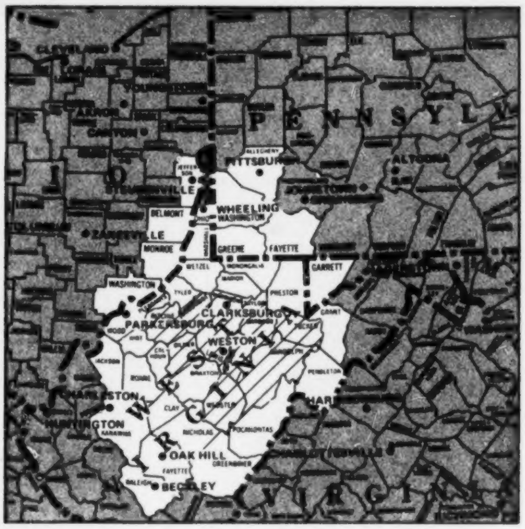
## Cincinnati (28)

| | |
|---|---|
| ADI TV Households | 647,200 |
| Survey Area TV Households | 1,893,300 |

**WLWT** Cincinnati, ch. 5, NBC
**WCPO-TV** Cincinnati, ch. 9, CBS
**WKRC-TV** Cincinnati, ch. 12, ABC
***WPTO** Oxford, Ohio, ch. 14, ETV
**WXIX-TV** Newport, Ky. ch. 19, IND
***WCET** Cincinnati, ch. 48, ETV
***WKON** Owenton, Ky., ch. 52, ETV
***WCVN** Covington, Ky., ch. 54, ETV
**WBTI** Cincinnati, ch. 64, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Dearborn | IN | 11,000 |
| Fayette | IN | 9,200 |
| Franklin | IN | 5,700 |
| Ohio | IN | 1,700 |
| Ripley | IN | 7,700 |
| Switzerland | IN | 2,300 |
| Union | IN | 2,400 |
| Boone | KY | 12,500 |
| Braken | KY | 2,700 |
| Campbell | KY | 27,000 |
| Carroll | KY | 3,100 |
| Gallatin | KY | 1,600 |
| Grant | KY | 4,800 |
| Harrison | KY | 5,400 |
| Kenton | KY | 43,700 |
| Mason | KY | 5,800 |
| Owen | KY | 3,400 |
| Pendleton | KY | 3,800 |
| Robertson | KY | 700 |
| Adams | OH | 8,100 |
| Brown | OH | 10,200 |
| Butler | OH | 84,400 |
| Clermont | OH | 37,400 |
| Hamilton | OH | 312,300 |
| Highland | OH | 11,500 |
| Warren | OH | 28,800 |

| | |
|---|---|
| **Women** | **701,700** |
| **Men** | **621,500** |
| **Teens** | **200,300** |
| **Children** | **283,500** |


CLEVELAND
AKRON
CANTON
PITTSBURGH
WHEELING
WASHINGTON
ALTOONA
JOHNSTOWN
ZANESVILLE
GREENE
FAYETTE
GARRETT
PARKERSBURG
CLARKSBURG
WESTON
CHARLESTON
HUNTINGTON
OAK HILL
BECKLEY
PENNSYLVANIA
OHIO
WEST VIRGINIA
VIRGINIA

## Clarksburg-Weston, W. Va. (162)

| | |
|---|---|
| ADI TV Households | 83,000 |
| Survey Area TV Households | 1,392,300 |

**WDTV** Weston, W. Va., ch. 5, CBS (NBC)
**WBOY-TV** Clarksburg, W. Va., ch. 12, ABC (NBC)

| ADI Counties | State | TV Households |
|---|---|---|
| Barbour | WV | 5,800 |
| Doddridge | WV | 2,600 |
| Gilmer | WV | 2,700 |
| Harrison | WV | 29,000 |
| Lewis | WV | 6,400 |
| Pleasants | WV | 2,500 |
| Randolph | WV | 9,200 |
| Ritchie | WV | 4,000 |
| Taylor | WV | 6,000 |
| Tucker | WV | 2,900 |
| Upshur | WV | 8,200 |
| Webster | WV | 3,700 |

| | |
|---|---|
| **Women** | **89,000** |
| **Men** | **80,000** |
| **Teens** | **21,800** |
| **Children** | **32,700** |

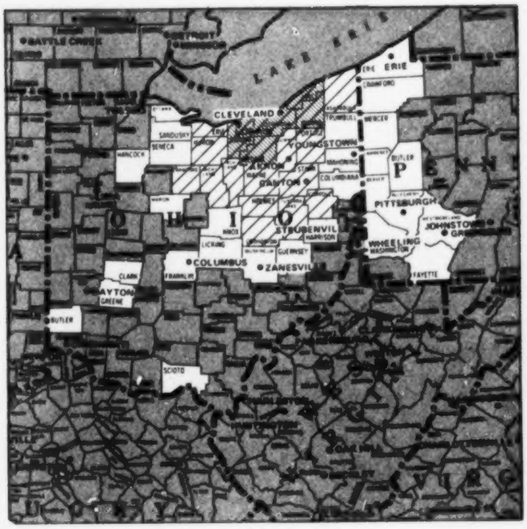
## Cleveland (9)

| | |
|---|---|
| ADI TV Households | 1,348,900 |
| Survey Area TV Households | 3,305,900 |

**WKYC-TV** Cleveland, ch. 3, NBC
**WEWS** Cleveland, ch. 5, ABC
**WJKW-TV** Cleveland, ch. 8, CBS
**WJAN** Canton, Ohio, ch. 17, IND
**WAKR-TV** Akron, Ohio, ch. 23, ABC
***WVIZ-TV** Cleveland, ch. 25, ETV
**WUAB** Lorain, Ohio, ch. 43, IND
***WNEO-TV** Alliance, Ohio, ch. 45, ETV
**WEEQ** Cleveland, ch. 61, IND
**WEAO** Akron, Ohio, ch. 49, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Ashland | OH | 14,800 |
| Ashtabula | OH | 34,300 |
| Carroll | OH | 8,800 |
| Coshocton | OH | 12,300 |
| Cuyahoga | OH | 548,500 |
| Erie | OH | 25,400 |
| Geauga | OH | 21,900 |
| Holmes | OH | 6,500 |
| Huron | OH | 16,500 |
| Lake | OH | 67,400 |
| Lorain | OH | 87,100 |
| Medina | OH | 33,900 |
| Portage | OH | 40,100 |
| Richland | OH | 43,200 |
| Stark | OH | 130,500 |
| Summit | OH | 183,900 |
| Tuscarawas | OH | 27,600 |
| Wayne | OH | 29,300 |

| | |
|---|---|
| **Women** | **1,469,200** |
| **Men** | **1,318,300** |
| **Teens** | **420,800** |
| **Children** | **509,500** |


LAKE ERIE
ERIE
CLEVELAND
YOUNGSTOWN
AKRON
CANTON
SANDUSKY
SENECA
HANCOCK
PITTSBURGH
BUTLER
STEUBENVILLE
WHEELING
WASHINGTON
FAYETTE
JOHNSTOWN
COLUMBUS
ZANESVILLE
DAYTON
GREENE
CLARK
BUTLER
SCIOTO
OHIO
PENNSYLVANIA
VIRGINIA

### Akron, Ohio (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WAKR-TV** Akron, Ohio, ch. 23, ABC
***WEAO** Akron, Ohio, ch. 49, ETV

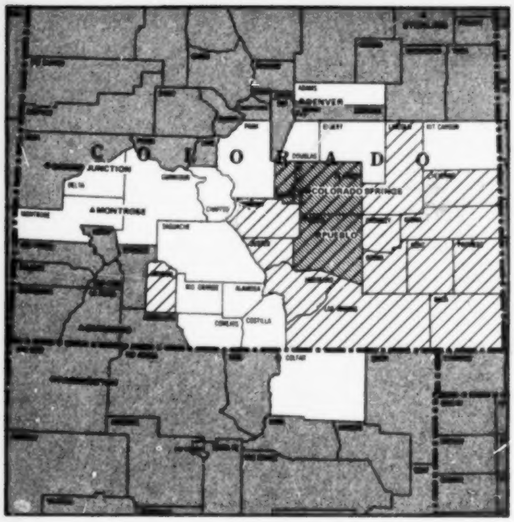
| | |
|---|---|
| Home county | Summit |
| TV Households | 183,900 |

### Canton, Ohio (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WJAN** Canton, Ohio, ch. 17, IND

| | |
|---|---|
| Home county | Stark |
| TV Households | 130,500 |



C O L O R A D O
DENVER
COLORADO SPRINGS
PUEBLO
MONTROSE

## Colorado Springs-Pueblo, Colo. (101)

| | |
|---|---|
| ADI TV Households | 182,400 |
| Survey Area TV Households | 291,600 |

**KOAA-TV** Pueblo, Colo., ch. 5, NBC
***KTSC** Pueblo, Colo. ch. 8, ETV
**KKTV** Colorado Springs, Colo., ch. 11, CBS
**KRDO-TV** Colorado Springs, Colo., ch. 13 ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Baca | CO | 1,800 |
| Bent | CO | 2,200 |
| Cheyenne | CO | 600 |
| Crowley | CO | 1,100 |
| Custer | CO | 500 |
| El Paso | CO | 96,600 |
| Fremont | CO | 9,800 |
| Huerfano | CO | 2,200 |
| Kiowa | CO | 700 |
| Las Animas | CO | 5,800 |
| Lincoln | CO | 1,800 |
| Mineral | CO | 300 |
| Otero | CO | 8,500 |
| Prowers | CO | 4,400 |
| Pueblo | CO | 43,200 |
| Teller | CO | 2,900 |

| | |
|---|---|
| **Women** | **182,900** |
| **Men** | **185,000** |
| **Teens** | **54,500** |
| **Children** | **84,200** |

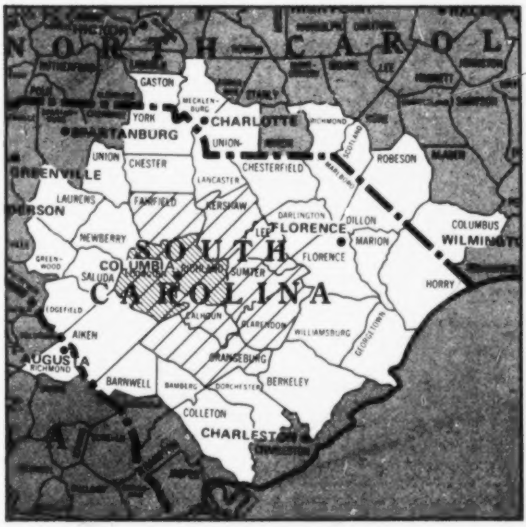
## Columbia, S.C. (97)

| | |
|---|---|
| ADI TV Households | 195,500 |
| Survey Area TV Households | 840,400 |

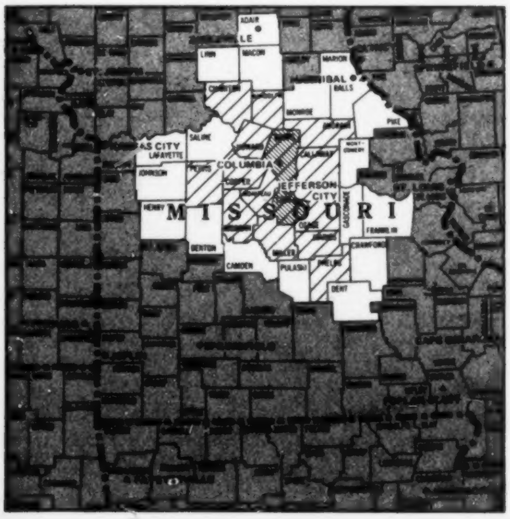
**WIS-TV** Columbia, S.C., ch. 10, NBC
**WLTX** Columbia, S.C., ch. 19, CBS
**WOLO-TV** Columbia, S.C., ch. 25, ABC
***WRJA-TV** Sumter, S.C., ch 27, ETV
***WRLK-TV** Columbia, S.C., ch. 35, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Calhoun | SC | 3,500 |
| Clarendon | SC | 7,400 |
| Fairfield | SC | 5,700 |
| Kershaw | SC | 11,500 |
| Lee | SC | 5,000 |
| Lexington | SC | 43,400 |
| Orangeburg | SC | 23,100 |
| Richland | SC | 71,800 |
| Sumter | SC | 24,100 |

| | |
|---|---|
| **Women** | **228,900** |
| **Men** | **221,800** |
| **Teens** | **72,000** |
| **Children** | **105,800** |



N O R T H C A R O L
GASTON
MECKLENBURG
YORK
CHARLOTTE
SPARTANBURG
UNION
CHESTER
GREENVILLE
LANCASTER
CHESTERFIELD
RICHMOND
SCOTLAND
MARLBORO
ROBESON
LAURENS
FAIRFIELD
KERSHAW
DARLINGTON
DILLON
FLORENCE
MARION
COLUMBUS
WILMINGTON
NEWBERRY
GREENWOOD
SOUTH CAROLINA
COLUMBIA
SALUDA
RICHLAND
SUMTER
LEE
HORRY
EDGEFIELD
AIKEN
AUGUSTA
CALHOUN
CLARENDON
WILLIAMSBURG
GEORGETOWN
ORANGEBURG
BARNWELL
BAMBERG
DORCHESTER
BERKELEY
COLLETON
CHARLESTON



ADAIR
LINN
MACON
MARION
RALLS
MONROE
PIKE
CHARITON
SALINE
KANSAS CITY
LAFAYETTE
JOHNSON
PETTIS
COLUMBIA
CALLAWAY
JEFFERSON CITY
M I S S O U R I
HENRY
BENTON
CAMDEN
MILLER
PULASKI
PHELPS
FRANKLIN
CRAWFORD
DENT

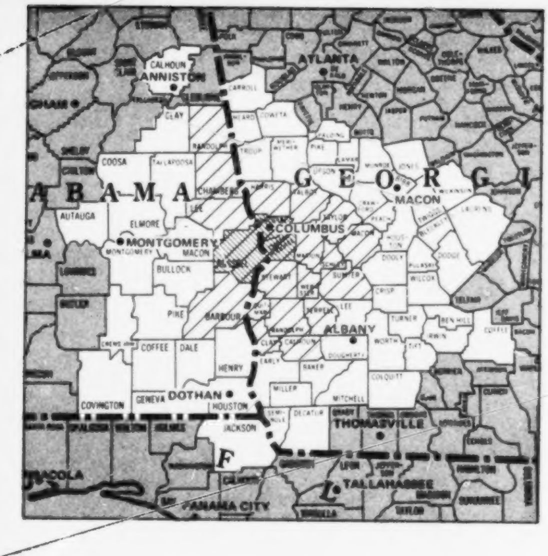
## Columbia-Jefferson City, Mo. (134)

| | |
|---|---|
| ADI TV Households | 125,300 |
| Survey Area TV Households | 268,400 |

**KOMU-TV** Columbia, Mo., ch. 8, NBC
**KRCG** Jefferson City, Mo., ch. 13, CBS
**KCBJ-TV** Columbia, Mo., ch. 17, ABC
***KMOS-TV** Sedalia, Mo., ch. 6, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Audrain | MO | 9,800 |
| Boone | MO | 30,000 |
| Callaway | MO | 8,800 |
| Chariton | MO | 3,500 |
| Cole | MO | 18,700 |
| Cooper | MO | 5,600 |
| Howard | MO | 3,700 |
| Maries | MO | 2,400 |
| Miller | MO | 6,500 |
| Moniteau | MO | 4,100 |
| Morgan | MO | 4,900 |
| Osage | MO | 3,800 |
| Pettis | MO | 13,700 |
| Phelps | MO | 10,700 |
| Randolph | MO | 9,200 |

| | |
|---|---|
| **Women** | **147,700** |
| **Men** | **140,600** |
| **Teens** | **38,600** |
| **Children** | **50,400** |


ANNISTON
ATLANTA
ALABAMA
GEORGIA
MACON
MONTGOMERY
COLUMBUS
ALBANY
DOTHAN
THOMASVILLE
TALLAHASSEE
PANAMA CITY

## Columbus, Ga. (113)

| | |
|---|---|
| ADI TV Households | 157,800 |
| Survey Area TV Households | 724,500 |

**WRBL-TV** Columbus, Ga., ch. 3, CBS
**WTVM** Columbus, Ga., ch. 9, ABC
***WACS-TV** Dawson, Ga., ch. 25, ETV
***WJSP-TV** Columbus, Ga., ch. 28, ETV
**WYEA-TV** Columbus, Ga., ch. 38, NBC
***WGIQ** Lousville, Ala., ch. 43, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Barbour | AL | 8,400 |
| Chambers | AL | 12,900 |
| Lee | AL | 23,700 |
| Randolph | AL | 6,600 |
| Russell | AL | 14,700 |
| Calhoun | GA | 2,000 |
| Chattahoochee | GA | 1,900 |
| Clay | GA | 1,100 |
| Harris | GA | 3,800 |
| Macon | GA | 3,400 |
| Marion | GA | 2,000 |
| Muscogee | GA | 55,000 |
| Quitman | GA | 600 |
| Randolph | GA | 3,000 |
| Schley | GA | 800 |
| Stewart | GA | 1,500 |
| Sumter | GA | 8,600 |
| Talbot | GA | 1,300 |
| Taylor | GA | 2,300 |
| Terrell | GA | 3,400 |
| Webster | GA | 800 |

| | |
|---|---|
| **Women** | **175,200** |
| **Men** | **167,000** |
| **Teens** | **50,700** |
| **Children** | **74,800** |

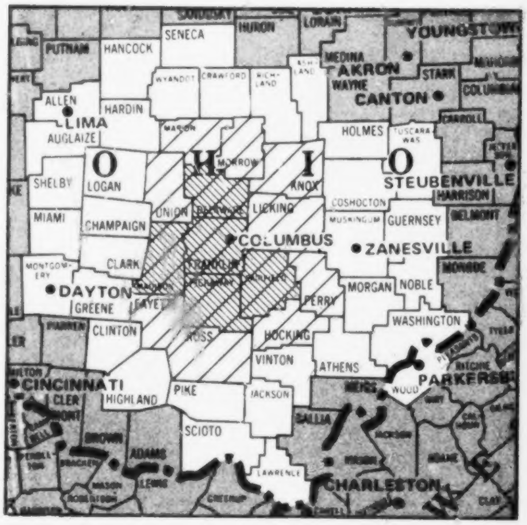
## Columbus, Ohio (35)

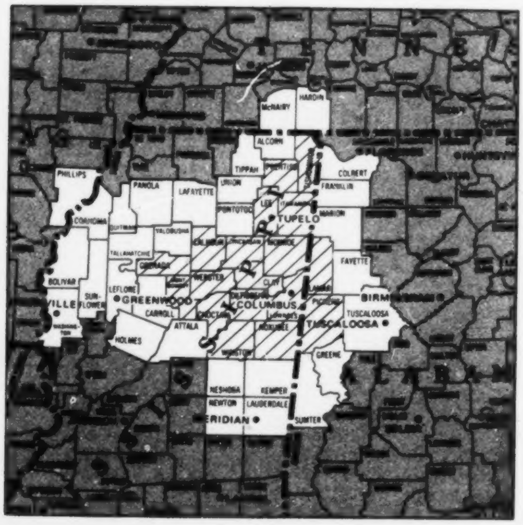
| | |
|---|---|
| ADI TV Households | 528,100 |
| Survey Area TV Households | 1,289,800 |

**WCMH-TV** Columbus, Ohio, ch. 4, NBC
**WTVN-TV** Columbus, Ohio, ch. 6, ABC
**WBNS-TV** Columbus, Ohio, ch. 10, CBS
***WOSU-TV** Columbus, Ohio, ch. 34, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Delaware | OH | 17,900 |
| Fairfield | OH | 30,300 |
| Fayette | OH | 9,100 |
| Franklin | OH | 313,800 |
| Hocking | OH | 7,700 |
| Knox | OH | 14,700 |
| Licking | OH | 39,400 |
| Madison | OH | 10,000 |
| Marion | OH | 22,200 |
| Morrow | OH | 8,300 |
| Perry | OH | 9,500 |
| Pickaway | OH | 14,800 |
| Ross | OH | 20,200 |
| Union | OH | 10,200 |

| | |
|---|---|
| **Women** | **562,800** |
| **Men** | **413,300** |
| **Teens** | **152,700** |
| **Children** | **231,900** |


YOUNGSTOWN
AKRON
CANTON
LIMA
OHIO
STEUBENVILLE
COLUMBUS
ZANESVILLE
DAYTON
CINCINNATI
PARKERSBURG
CHARLESTON


TUPELO
GREENWOOD
COLUMBUS
TUSCALOOSA
MERIDIAN

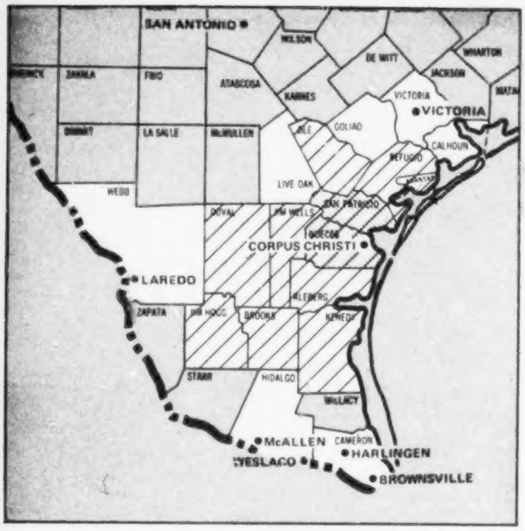
## Columbus-Tupelo, Miss. (135)

| | |
|---|---|
| ADI TV Households | 134,900 |
| Survey Area TV Households | 433,900 |

***WMAB** Mississippi State, Miss., ch. 2, ETV
**WCBI-TV** Columbus, Miss., ch. 4, ABC
**WTVA** Tupelo, Miss., ch. 9, NBC
***WMAE** Booneville, Miss., ch. 12, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Lamar | AL | 6,000 |
| Pickens | AL | 6,900 |
| Calhoun | MS | 5,300 |
| Chickasaw | MS | 5,600 |
| Choctaw | MS | 3,000 |
| Clay | MS | 6,400 |
| Itawamba | MS | 5,800 |
| Lee | MS | 19,200 |
| Lowndes | MS | 17,300 |
| Monroe | MS | 11,900 |
| Montgomery | MS | 3,700 |
| Noxubee | MS | 3,900 |
| Oktibbeha | MS | 9,900 |
| Prentiss | MS | 7,800 |
| Tishomingo | MS | 6,200 |
| Webster | MS | 3,300 |
| Winston | MS | 6,100 |

| | |
|---|---|
| **Women** | **148,700** |
| **Men** | **131,900** |
| **Teens** | **43,700** |
| **Children** | **65,100** |


SAN ANTONIO
WILSON
DE WITT
WHARTON
ZAVALA
FRIO
ATASCOSA
KARNES
VICTORIA
JACKSON
DIMMIT
LA SALLE
McMULLEN
BEE
GOLIAD
REFUGIO
CALHOUN
WEBB
LIVE OAK
SAN PATRICIO
DUVAL
JIM WELLS
NUECES
CORPUS CHRISTI
LAREDO
KLEBERG
ZAPATA
JIM HOGG
BROOKS
KENEDY
STARR
HIDALGO
WILLACY
McALLEN
CAMERON
HARLINGEN
WESLACO
BROWNSVILLE

## Corpus Christi, Tex. (131)

| | |
|---|---|
| ADI TV Households | 136,400 |
| Survey Area TV Households | 306,300 |

**KIII** Corpus Christi, Tex., ch. 3, ABC
**KRIS-TV** Corpus Christi, Tex., ch. 6, NBC
**KZTV** Corpus Christi, Tex., ch. 10, CBS
***KEDT** Corpus Christi, Tex., ch. 16, ETV
**KXIX** Victoria, Tex., ch. 19, ABC
**KORO** Corpus Christi, Tex., ch 28, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Aransas | TX | 4,300 |
| Bee | TX | 7,000 |
| Brooks | TX | 2,300 |
| Duval | TX | 3,600 |
| Jim Hogg | TX | 1,300 |
| Jim Wells | TX | 9,800 |
| Kenedy | TX | 200 |
| Kleberg | TX | 9,500 |
| Nueces | TX | 79,200 |
| Refugio | TX | 3,000 |
| San Patricio | TX | 16,200 |

| | |
|---|---|
| **Women** | **146,900** |
| **Men** | **137,900** |
| **Teens** | **50,800** |
| **Children** | **76,600** |

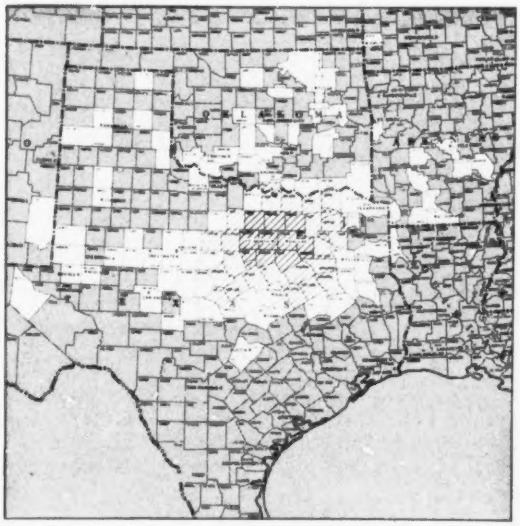
## Dallas-Fort Worth, Tex. (10)

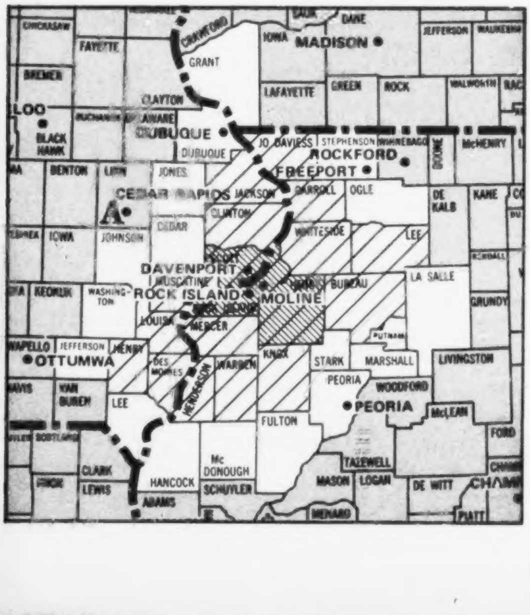
| | |
|---|---|
| ADI TV Households | 1,175,100 |
| Survey Area TV Households | 2,822,700 |

**KDFW-TV** Dallas, ch. 4, CBS
**KXAS-TV** Fort Worth, ch. 5, NBC
**WFAA-TV** Dallas, ch. 8, ABC
**KTVT** Fort Worth, ch. 11, IND
***KERA-TV** Dallas, ch. 13, ETV
**KXTX-TV** Dallas, ch. 39, IND
**KNBN-TV** Dallas, ch 33, Ind

| ADI Counties | State | TV Households |
|---|---|---|
| Love | OK | 2,600 |
| Anderson | TX | 12,400 |
| Bosque | TX | 5,700 |
| Collin | TX | 39,400 |
| Comanche | TX | 4,900 |
| Cooke | TX | 8,900 |
| Dallas | TX | 524,900 |
| Delta | TX | 1,700 |
| Denton | TX | 35,600 |
| Ellis | TX | 19,300 |
| Erath | TX | 7,300 |
| Fannin | TX | 9,100 |
| Franklin | TX | 2,600 |
| Freestone | TX | 4,600 |
| Grayson | TX | 32,200 |
| Hamilton | TX | 3,400 |
| Henderson | TX | 11,900 |
| Hill | TX | 8,300 |
| Hood | TX | 4,800 |
| Hopkins | TX | 8,400 |
| Hunt | TX | 18,100 |
| Jack | TX | 2,500 |
| Johnson | TX | 23,200 |
| Kaufman | TX | 12,300 |
| Lamar | TX | 13,800 |
| Limestone | TX | 6,300 |
| Milis | TX | 1,700 |
| Navarro | TX | 11,900 |
| Palo Pinto | TX | 8,800 |
| Parker | TX | 11,900 |
| Rains | TX | 1,900 |
| Rockwall | TX | 3,900 |
| Somervell | TX | 1,900 |
| Stephens | TX | 3,800 |
| Tarrant | TX | 276,800 |
| Van Zandt | TX | 10,800 |
| Wise | TX | 8,000 |
| Wood | TX | 9,000 |

| | |
|---|---|
| **Women** | **1,231,700** |
| **Men** | **1,113,800** |
| **Teens** | **322,100** |
| **Children** | **438,000** |

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FAYETTE
CRAWFORD
SAUK
DANE
IOWA
MADISON
JEFFERSON
WALWORTH
GRANT
BREMER
CLAYTON
LAFAYETTE
GREEN
ROCK
LOO
BUCHANAN
DELAWARE
DUBUQUE
BLACK HAWK
JO DAVIESS
STEPHENSON
WINNEBAGO
BOONE
McHENRY
ROCKFORD
FREEPORT
BENTON
LINN
JONES
CEDAR RAPIDS
JACKSON
CARROLL
OGLE
DE KALB
KANE
CLINTON
IOWA
JOHNSON
CEDAR
WHITESIDE
LEE
DAVENPORT
MUSCATINE
ROCK ISLAND
MOLINE
BUREAU
LA SALLE
KEOKUK
WASHINGTON
LOUISA
MERCER
GRUNDY
PUTNAM
WAPELLO
JEFFERSON
HENRY
OTTUMWA
DES MOINES
WARREN
KNOX
STARK
MARSHALL
LIVINGSTON
VAN BUREN
LEE
HENDERSON
PEORIA
WOODFORD
FULTON
McLEAN
CLARK
LEWIS
HANCOCK
Mc DONOUGH
SCHUYLER
TAZEWELL
MASON
LOGAN
DE WITT
ADAMS
MENARD
PIATT

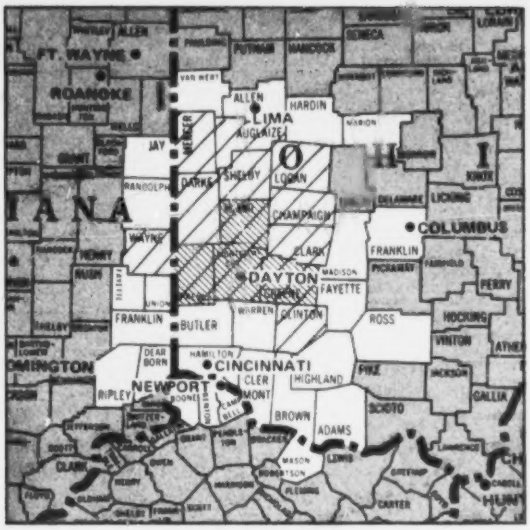
## Davenport, Iowa-Rock Island-Moline, Ill. (70)

| | |
|---|---|
| ADI TV Households | 301,700 |
| Survey Area TV Households | 598,300 |

**WHBF-TV** Rock Island, Ill., ch. 4, CBS
**WOC-TV** Davenport, Iowa, ch. 6, NBC
**WQAD-TV** Moline, Ill., ch. 8, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Bureau | IL | 13,200 |
| Carroll | IL | 7,000 |
| Henderson | IL | 3,200 |
| Henry | IL | 20,800 |
| J. Daviess | IL | 7,600 |
| Knox | IL | 22,300 |
| Mercer | IL | 6,700 |
| Rock Island | IL | 59,500 |
| Warren | IL | 7,500 |
| Whiteside | IL | 22,000 |
| Clinton | IA | 19,900 |
| Des Moines | IA | 16,300 |
| Henry | IA | 6,300 |
| Jackson | IA | 7,400 |
| Louisa | IA | 4,100 |
| Muscatine | IA | 14,000 |
| Scott | IA | 52,800 |

| | |
|---|---|
| **Women** | **314,600** |
| **Men** | **287,000** |
| **Teens** | **91,900** |
| **Children** | **125,600** |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ROANOKE
ALLEN
VAN WERT
LIMA
HARDIN
AUGLAIZE
JAY
MERCER
SHELBY
LOGAN
RANDOLPH
DARKE
CHAMPAIGN
WAYNE
CLARK
COLUMBUS
FRANKLIN
DAYTON
MADISON
FAYETTE
WARREN
CLINTON
BUTLER
ROSS
HAMILTON
CINCINNATI
DEAR BORN
RIPLEY
NEWPORT
CLER MONT
HIGHLAND
BROWN
ADAMS
PIKE
SCIOTO
MASON
LEWIS

## Dayton, Ohio (44)

| | |
|---|---|
| ADI TV Households | 454,400 |
| Survey Area TV Households | 1,480,300 |

**WDTN** Dayton, Ohio, ch. 2, NBC
**WHIO-TV** Dayton, Ohio, ch. 7, CBS
***WPTD** Kettering, Ohio, ch. 16, ETV
**WKEF** Dayton, Ohio, ch. 22, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Wayne | IN | 26,100 |
| Augiaize | OH | 13,800 |
| Champaign | OH | 11,400 |
| Clark | OH | 49,900 |
| Clinton | OH | 11,000 |
| Darke | OH | 18,200 |
| Greene | OH | 39,600 |
| Logan | OH | 13,300 |
| Mercer | OH | 11,800 |
| Miami | OH | 31,000 |
| Montgomery | OH | 202,700 |
| Preble | OH | 12,700 |
| Shelby | OH | 12,900 |

| | |
|---|---|
| **Women** | **491,500** |
| **Men** | **445,800** |
| **Teens** | **141,800** |
| **Children** | **197,700** |

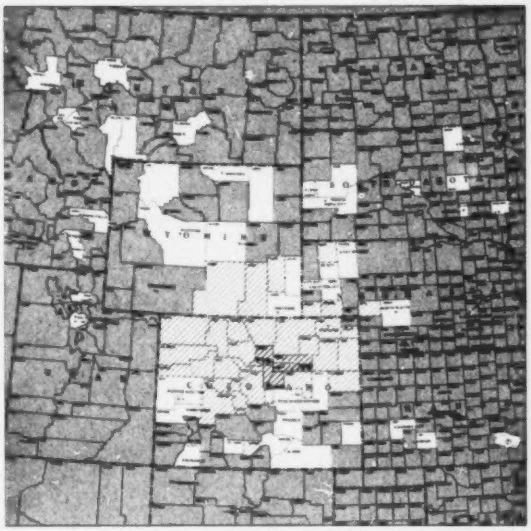
## Denver (21)

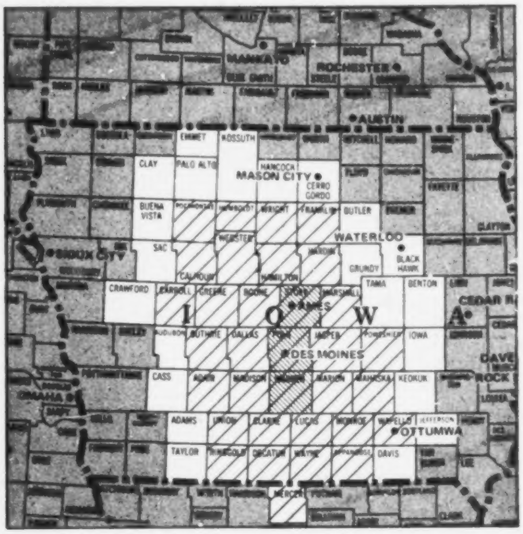
| | |
|---|---|
| ADI TV Households | 755,600 |
| Survey Area TV Households | 1,528,600 |

**KWGN-TV** Denver, ch. 2, IND
**KOA-TV** Denver, ch. 4, NBC
***KRMA-TV** Denver, ch. 6, ETV
**KMGH-TV** Denver, ch. 7, CBS
**KBTV** Denver, ch. 9, ABC
***KBDI-TV** Brownfield, Colo., ch. 12, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Adams | CO | 72,000 |
| Alamosa | CO | 3,700 |
| Arapahoe | CO | 88,600 |
| Boulder | CO | 64,600 |
| Chaffee | CO | 4,700 |
| Clear Creek | CO | 1,700 |
| Denver | CO | 203,200 |
| Douglas | CO | 7,500 |
| Eagle | CO | 3,900 |
| Elbert | CO | 2,300 |
| Garfield | CO | 7,500 |
| Gilpin | CO | 1,000 |
| Grand | CO | 2,400 |
| Gunnison | CO | 3,000 |
| Jackson | CO | 600 |
| Jefferson | CO | 120,800 |
| Lake | CO | 2,800 |
| Larimer | CO | 47,500 |
| Logan | CO | 7,200 |
| Moffat | CO | 3,900 |
| Morgan | CO | 7,900 |
| Park | CO | 2,000 |
| Pitkin | CO | 3,900 |
| Rio Blanco | CO | 2,000 |
| Routt | CO | 4,500 |
| Summit | CO | 2,500 |
| Washington | CO | 2,000 |
| Weld | CO | 39,300 |
| Yuma | CO | 3,900 |
| Cheyenne | NE | 3,700 |
| Dawes | NE | 2,800 |
| Keith | NE | 3,500 |
| Kimball | NE | 2,000 |
| Albany | WY | 9,800 |
| Carbon | WY | 6,900 |
| Platte | WY | 3,400 |

| | |
|---|---|
| **Women** | **770,000** |
| **Men** | **723,200** |
| **Teens** | **214,300** |
| **Children** | **305,400** |

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AUSTIN
EMMET
KOSSUTH
CLAY
PALO ALTO
HANCOCK
MASON CITY
CERRO GORDO
BUENA VISTA
POCAHONTAS
WRIGHT
FRANKLIN
BUTLER
WEBSTER
HAMILTON
HARDIN
WATERLOO
BLACK HAWK
SIOUX CITY
SAC
CALHOUN
GRUNDY
CRAWFORD
CARROLL
GREENE
BOONE
STORY
MARSHALL
TAMA
BENTON
CEDAR R
I O W A
AMES
GUTHRIE
DALLAS
JASPER
POWESHIEK
IOWA
DES MOINES
CASS
ADAIR
MADISON
MARION
MAHASKA
KEOKUK
OMAHA
ADAMS
UNION
CLARKE
LUCAS
MONROE
WAPELLO
JEFFERSON
OTTUMWA
TAYLOR
RINGGOLD
DECATUR
WAYNE
DAVIS
MERCER

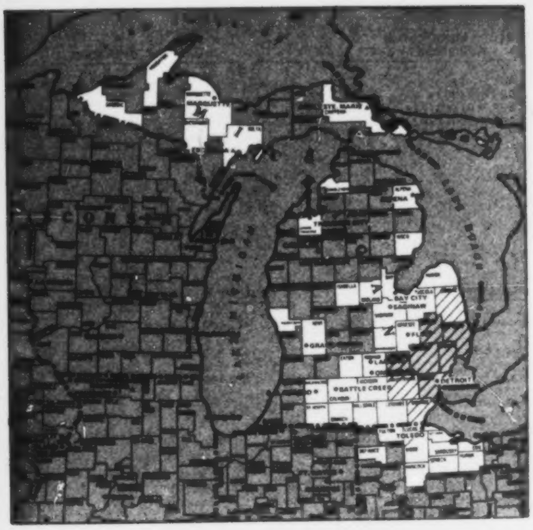
## Des Moines, Iowa (62)

| | |
|---|---|
| ADI TV Households | 342,800 |
| Survey Area TV Households | 515,000 |

**WOI-TV** Ames, Iowa, ch. 5, ABC
**KCCI-TV** Des Moines, Iowa, ch. 8, CBS
***KDIN-TV** Des Moines, Iowa, ch. 11, ETV
**WHO-TV** Des Moines, Iowa, ch. 13, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Adair | IA | 3,700 |
| Appanoose | IA | 6,000 |
| Boone | IA | 9,500 |
| Calhoun | IA | 4,900 |
| Carroll | IA | 7,400 |
| Clarke | IA | 3,200 |
| Dallas | IA | 10,200 |
| Decatur | IA | 3,400 |
| Franklin | IA | 5,000 |
| Greene | IA | 4,600 |
| Guthrie | IA | 5,000 |
| Hamilton | IA | 6,500 |
| Hardin | IA | 8,000 |
| Humboldt | IA | 4,200 |
| Jasper | IA | 13,100 |
| Lucas | IA | 4,200 |
| Madison | IA | 5,100 |
| Mahaska | IA | 8,000 |
| Marion | IA | 10,000 |
| Marshall | IA | 15,400 |
| Monroe | IA | 3,500 |
| Pocahontas | IA | 4,100 |
| Polk | IA | 107,300 |
| Poweshiek | IA | 7,000 |
| Ringgold | IA | 2,500 |
| Story | IA | 22,400 |
| Union | IA | 5,300 |
| Wapello | IA | 15,300 |
| Warren | IA | 10,900 |
| Wayne | IA | 3,700 |
| Webster | IA | 15,900 |
| Wright | IA | 5,700 |
| Mercer | MO | 1,800 |

| | |
|---|---|
| **Women** | **362,200** |
| **Men** | **326,900** |
| **Teens** | **99,200** |
| **Children** | **129,000** |



BAY CITY
SAGINAW
DETROIT
BATTLE CREEK
TOLEDO

## Detroit (7)

| | |
|---|---|
| ADI TV Households | 1,600,100 |
| Survey Area TV Households | 2,931,900 |

**WJBK-TV** Detroit, ch. 2, CBS
**WDIV** Detroit, ch. 4, NBC
**WXYZ-TV** Detroit, ch. 7, ABC
**CBET** Windsor, Ont., ch. 9, CBC
**WXON** Detroit, ch. 20, IND
**WKBD-TV** Detroit, ch. 50, IND
***WTVS** Detroit, ch. 56, ETV
**WGPR-TV** Detroit, ch. 62, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Lapeer | MI | 20,400 |
| Livingston | MI | 32,500 |
| Macomb | MI | 212,700 |
| Monroe | MI | 42,400 |
| Oakland | MI | 324,800 |
| Sanilac | MI | 13,600 |
| St. Clair | MI | 45,900 |
| Washtenaw | MI | 83,200 |
| Wayne | MI | 817,600 |

| | |
|---|---|
| **Women** | **1,728,700** |
| **Men** | **1,599,700** |
| **Teens** | **526,400** |
| **Children** | **722,800** |

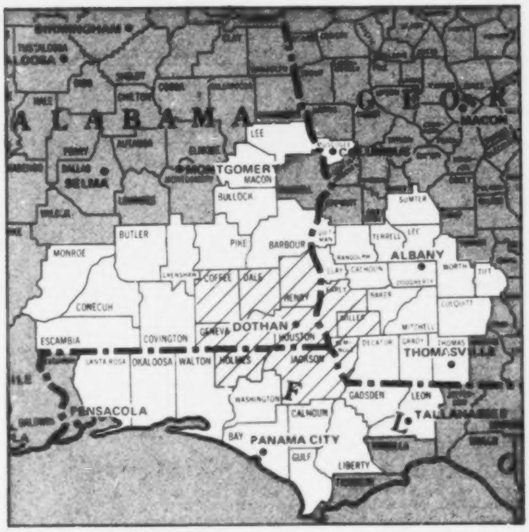
## Dothan, Ala. (158)

| | |
|---|---|
| ADI TV Households | 92,800 |
| Survey Area TV Households | 482,800 |

**WTVY** Dothan, Ala., ch. 4, CBS
**WDHN** Dothan, Ala., ch. 18, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Coffee | AL | 12,600 |
| Dale | AL | 13,500 |
| Geneva | AL | 8,800 |
| Henry | AL | 5,100 |
| Houston | AL | 26,100 |
| Holmes | FL | 4,900 |
| Jackson | FL | 13,100 |
| Early | GA | 4,200 |
| Miller | GA | 1,700 |
| Seminole | GA | 2,800 |

| | |
|---|---|
| **Women** | **98,600** |
| **Men** | **89,200** |
| **Teens** | **29,100** |
| **Children** | **42,500** |



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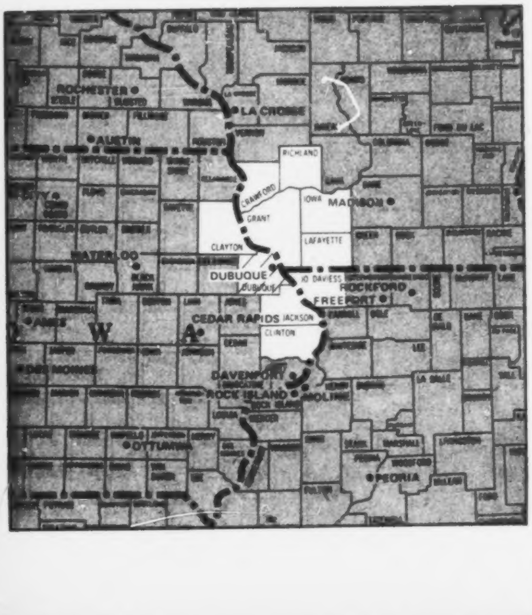
GEORGIA
MONTGOMERY
SELMA
LEE
MACON
BULLOCK
BUTLER
PIKE
BARBOUR
MONROE
CONECUH
CRENSHAW
COFFEE
DALE
HENRY
ESCAMBIA
COVINGTON
GENEVA
DOTHAN
HOUSTON
ALBANY
THOMASVILLE
SANTA ROSA
OKALOOSA
WALTON
HOLMES
JACKSON
WASHINGTON
GADSDEN
LEON
PENSACOLA
TALLAHASSEE
BAY
CALHOUN
PANAMA CITY
GULF
LIBERTY
SUMTER
TERRELL
MITCHELL
DECATUR
GRADY
THOMAS
COLQUITT
FL



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AUSTIN
RICHLAND
CRAWFORD
IOWA
MADISON
GRANT
CLAYTON
LAFAYETTE
WATERLOO
DUBUQUE
JO DAVIESS
ROCKFORD
FREEPORT
CEDAR RAPIDS
JACKSON
CLINTON
IOWA
DES MOINES
DAVENPORT
ROCK ISLAND
MOLINE
OTTUMWA
PEORIA

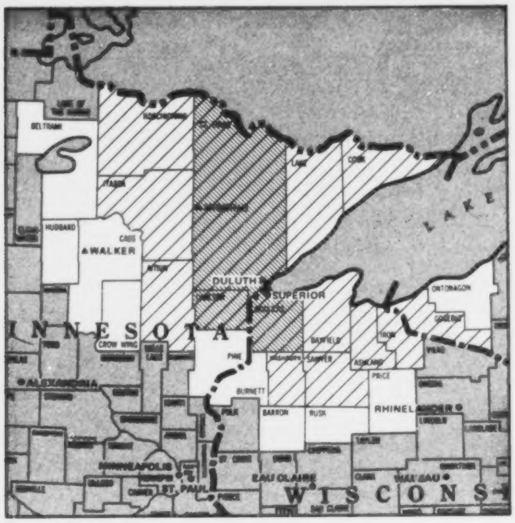
## Dubuque, Iowa (201)

| | |
|---|---|
| ADI TV Households | 28,600 |
| Survey Area TV Households | 51,000 |

**KDUB-TV** Dubuque, ch. 40, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Dubuque | IA | 28,600 |

| | |
|---|---|
| **Women** | **34,400** |
| **Men** | **31,000** |
| **Teens** | **11,400** |
| **Children** | **18,300** |


LAKE
DULUTH
SUPERIOR
WALKER
INNESOTA
ALEXANDRIA
RHINELANDER
MINNEAPOLIS
ST. PAUL
EAU CLAIRE
WISCONS

## Duluth, Minn.-Superior, Wis. (106)

| | |
|---|---|
| ADI TV Households | 165,400 |
| Survey Area TV Households | 240,200 |

**KDAL-TV** Duluth, Minn., ch. 3, CBS
**KBJR-TV** Superior, Wis., ch. 6, NBC
***WDSE-TV** Duluth, Minn., ch. 8, ETV
**WDIO-TV** Duluth, Minn., ch. 10, ABC
**WIRT** Hibbing, Minn., ch. 13, satellite to WDIO-TV

| ADI Counties | State | TV Households |
|---|---|---|
| Gogebic | MI | 7,900 |
| Aitkin | MN | 5,400 |
| Carlton | MN | 9,700 |
| Cook | MN | 1,400 |
| Itasca | MN | 14,300 |
| Koochiching | MN | 6,200 |
| Lake | MN | 4,900 |
| St. Louis | MN | 78,600 |
| Ashland | WI | 6,000 |
| Bayfield | WI | 5,100 |
| Douglas | WI | 16,500 |
| Iron | WI | 2,700 |
| Sawyer | WI | 5,100 |
| Washburn | WI | 4,900 |

| | |
|---|---|
| **Women** | **170,400** |
| **Men** | **162,000** |
| **Teens** | **55,300** |
| **Children** | **52,200** |

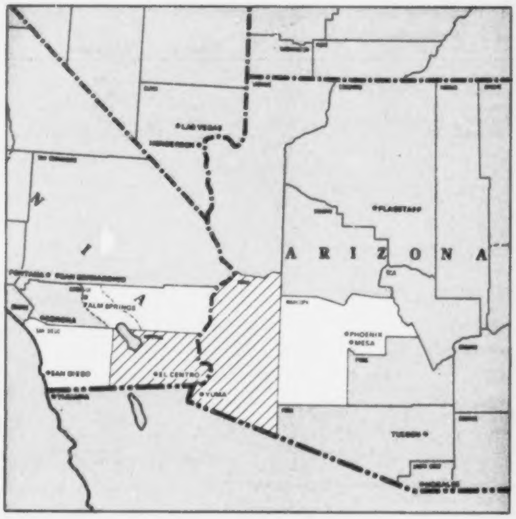
## El Centro, Calif.-Yuma, Ariz. (181)

| | |
|---|---|
| ADI TV Households | 51,300 |
| Survey Area TV Households | 1,434,300 |

**KECC-TV** El Centro, Calif., ch. 9, CBS
**KYEL-TV** Yuma, Ariz., ch. 13, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Yuma | AZ | 23,600 |
| Imperial | CA | 27,700 |

| | |
|---|---|
| **Women** | **50,500** |
| **Men** | **51,200** |
| **Teens** | **18,200** |
| **Children** | **27,900** |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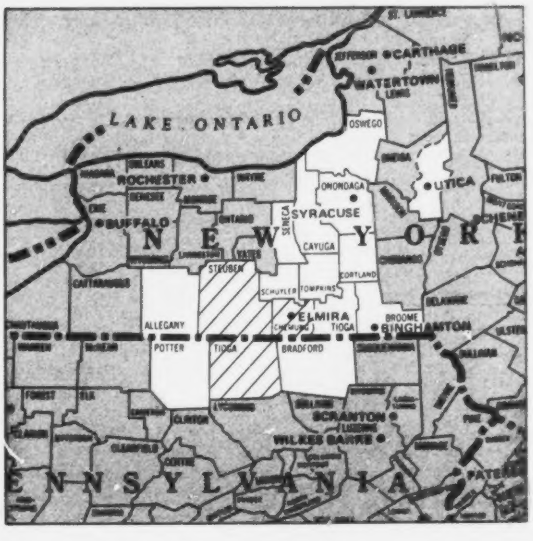
FLAGSTAFF
A R I Z O N A
PALM SPRINGS
SAN DIEGO
EL CENTRO
YUMA
PHOENIX
MESA
TUCSON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CARTHAGE
WATERTOWN
LAKE ONTARIO
OSWEGO
ROCHESTER
UTICA
BUFFALO
ONONDAGA
SYRACUSE
SENECA
CAYUGA
N E W Y O R
YATES
STEUBEN
SCHUYLER
TOMPKINS
CORTLAND
ALLEGANY
ELMIRA
CHEMUNG
TIOGA
BROOME
BINGHAMTON
POTTER
TIOGA
BRADFORD
SCRANTON
WILKES BARRE
ENNSYLVANIA

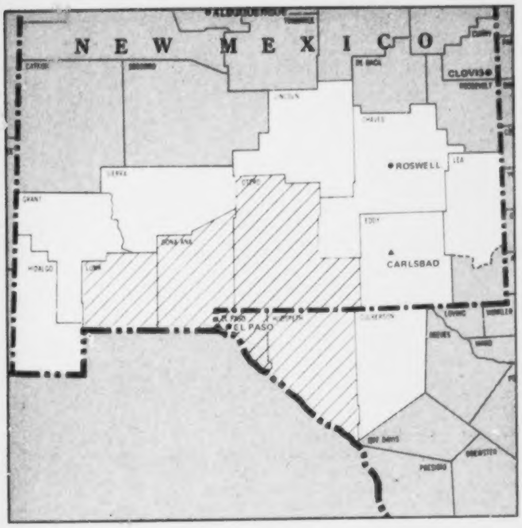
## Elmira, N.Y. (165)

| | |
|---|---|
| ADI TV Households | 81,900 |
| Survey Area TV Households | 536,700 |

**WSYE-TV** Elmira, N.Y., ch. 18, NBC
**WENY-TV Elmira, N.Y., ch. 36, ABC**

| ADI Counties | State | TV Households |
|---|---|---|
| Chemung | NY | 33,700 |
| Steuben | NY | 35,200 |
| Tioga | PA | 13,000 |

| | |
|---|---|
| **Women** | **85,900** |
| **Men** | **77,100** |
| **Teens** | **26,800** |
| **Children** | **34,800** |


NEW MEXICO
CLOVIS
ROSWELL
CHAVES
LEA
EDDY
OTERO
SIERRA
GRANT
HIDALGO
LUNA
DONA ANA
CARLSBAD
EL PASO
HUDSPETH
CULBERSON
LOVING
PRESIDIO
BREWSTER

## El Paso (102)

| | |
|---|---|
| ADI TV Households | 176,700 |
| Survey Area TV Households | 240,400 |

**KDBC-TV** El Paso, ch. 4, CBS
***KCOS** El Paso, ch. 7, ETV
**KTSM-TV** El Paso, ch. 9, NBC
**KVIA-TV** El Paso, ch. 13, ABC
**KCIK** El Paso, ch. 14, IND
**KAVE-TV** Carlsbad, N.M., ch. 6, satellite to KVIA-TV
***KRWG-TV** Las Cruces, N.M., ch. 22, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Dona Ana | NM | 25,400 |
| Luna | NM | 4,900 |
| Otero | NM | 12,900 |
| El Paso | TX | 132,600 |
| Hudspeth | TX | 900 |

| | |
|---|---|
| **Women** | **193,400** |
| **Men** | **183,200** |
| **Teens** | **68,100** |
| **Children** | **115,900** |

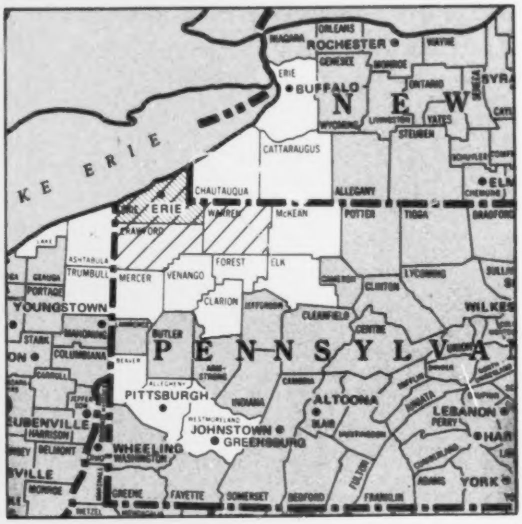
## Erie, Pa. (138)

| | |
|---|---|
| ADI TV Households | 131,100 |
| Survey Area TV Households | 1,598,800 |

**WICU-TV** Erie, Pa., ch. 12, NBC
**WJET-TV** Erie, Pa., ch. 24, ABC
**WSEE** Erie, Pa., ch. 35, CBS
***WQLN** Erie, Pa., ch. 54, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Crawford | PA | 28,200 |
| Erie | PA | 88,000 |
| Warren | PA | 14,900 |

| | |
|---|---|
| **Women** | **146,900** |
| **Men** | **130,100** |
| **Teens** | **42,000** |
| **Children** | **60,000** |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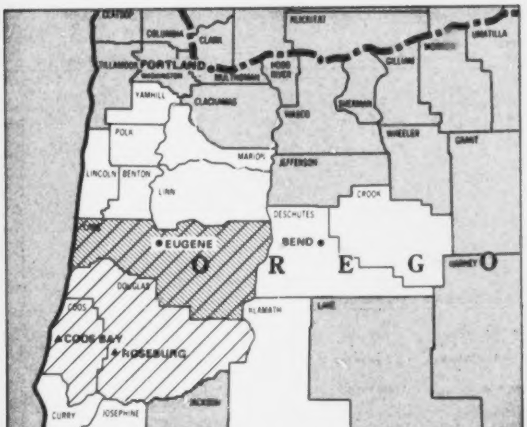
BUFFALO
NEW
KE ERIE
ERIE
CATTARAUGUS
CHAUTAUQUA
ALLEGANY
WARREN
McKEAN
POTTER
TIOGA
CRAWFORD
FOREST
ELK
MERCER
VENANGO
CLARION
YOUNGSTOWN
BUTLER
PENNSYLVA
PITTSBURGH
ALTOONA
JOHNSTOWN
GREENSBURG
WHEELING
LEBANON
YORK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DESCHUTES
CROOK
LINN
LINCOLN
BENTON
POLK
MARION
DOUGLAS
COOS
COOS BAY
ROSEBURG
KLAMATH
CURRY
JOSEPHINE
MEDFORD
KLAMATH FALLS

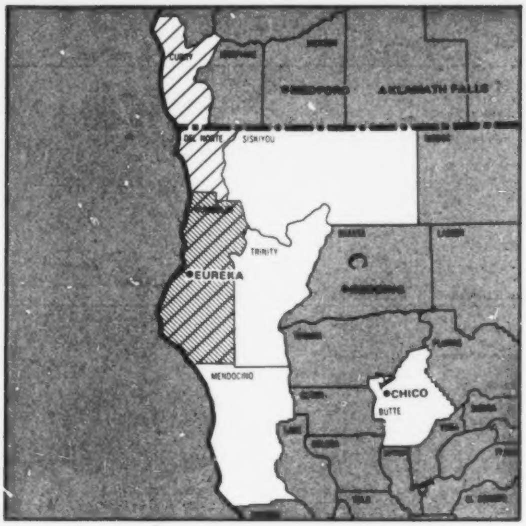
## Eugene, Ore. (127)

| | |
|---|---|
| ADI TV Households | 140,000 |
| Survey Area TV Households | 291,700 |

**KEZI-TV** Eugene, Ore., ch. 9, ABC (CBS)
**KVAL-TV** Eugene, Ore., ch. 13, NBC
**KPIC** Roseburg, Ore., ch. 4, satellite to KVAL-TV
**KCBY-TV** Coos Bay, Ore., ch. 11, satellite to KVAL-TV

| ADI Counties | State | TV Households |
|---|---|---|
| Coos | OR | 20,200 |
| Douglas | OR | 29,100 |
| Lane | OR | 90,700 |

| | |
|---|---|
| **Women** | **140,900** |
| **Men** | **137,500** |
| **Teens** | **40,500** |
| **Children** | **56,600** |


CURRY
DEL NORTE
SISKIYOU
MEDFORD
KLAMATH FALLS
TRINITY
EUREKA
MENDOCINO
CHICO
BUTTE

## Eureka, Calif. (184)

| | |
|---|---|
| ADI TV Households | 50,100 |
| Survey Area TV Households | 146,600 |

**KIEM-TV** Eureka, Calif., ch. 3, CBS (NBC-ABC)
**KVIQ-TV** Eureka, Calif., ch. 6, ABC (NBC)
***KEET** Eureka, Calif., ch. 13, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Del Norte | CA | 5,900 |
| Humboldt | CA | 38,800 |
| Curry | OR | 5,400 |

| | |
|---|---|
| **Women** | **47,000** |
| **Men** | **48,200** |
| **Teens** | **14,400** |
| **Children** | **18,300** |

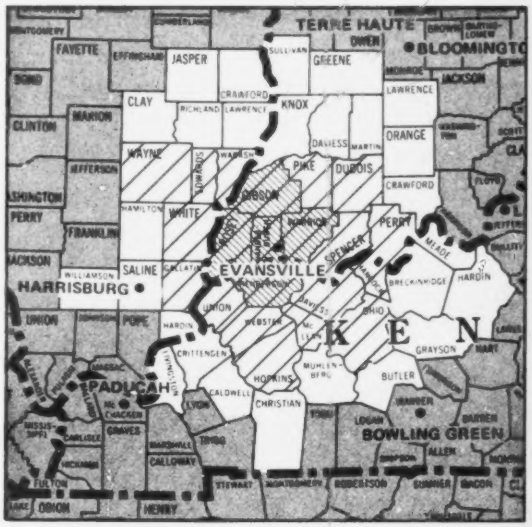
## Evansville, Ind. (88)

| | |
|---|---|
| ADI TV Households | 218,100 |
| Survey Area TV Households | 433,600 |

**WTVW** Evansville, Ind., ch. 7, ABC
***WNIN** Evansville, Ind., ch. 9, ETV
**WFIE-TV** Evansville, Ind., ch. 14, NBC
**WEHT** Evansville, Ind., ch. 25, CBS
***WKOH** Owensboro, Ky., ch. 31, ETV
***WKMA** Madisonville, Ky., ch. 35, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Edwards | IL | 3,100 |
| Gallatin | IL | 2,700 |
| Wabash | IL | 5,500 |
| Wayne | IL | 6,900 |
| White | IL | 6,300 |
| Dubois | IN | 9,600 |
| Gibson | IN | 11,300 |
| Perry | IN | 5,500 |
| Pike | IN | 4,900 |
| Posey | IN | 7,800 |
| Spencer | IN | 5,600 |
| Vanderburgh | IN | 55,200 |
| Warrick | IN | 12,600 |
| Daviess | KY | 26,800 |
| Hancock | KY | 2,300 |
| Henderson | KY | 13,200 |
| Hopkins | KY | 16,400 |
| McLean | KY | 4,000 |
| Ohio | KY | 7,600 |
| Union | KY | 5,200 |
| Webster | KY | 5,600 |

| | |
|---|---|
| **Women** | **234,500** |
| **Men** | **207,900** |
| **Teens** | **67,200** |
| **Children** | **69,400** |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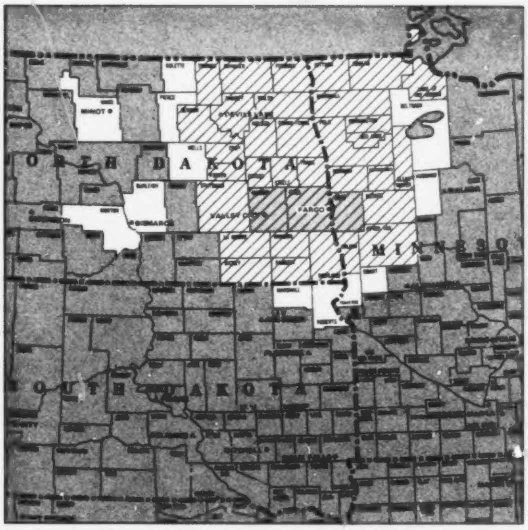
FAYETTE
JASPER
GREENE
CLAY
KNOX
LAWRENCE
ORANGE
WAYNE
WHITE
GIBSON
PIKE
DUBOIS
CRAWFORD
PERRY
EVANSVILLE
HARRISBURG
SALINE
PADUCAH
K E N
BOWLING GREEN
GRAYSON
BUTLER
CHRISTIAN
HOPKINS


MINOT
BISMARCK
VALLEY CITY
FARGO
ORTH DAKOTA
MINNESO
OUTH DAKOTA

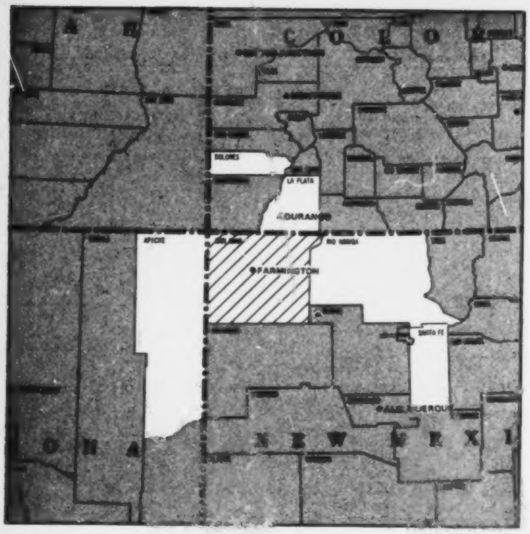
## Fargo, N.D. (93)

| | |
|---|---|
| ADI TV Households | 200,500 |
| Survey Area TV Households | 263,700 |

**KXJB-TV** Valley City, N.D., ch. 4, CBS
**WDAY-TV** Fargo, N.D., ch. 6, NBC
**WDAZ-TV** Devils Lake, N.D., ch. 8, satellite to WDAY-TV
**KTHI-TV** Fargo, N.D., ch. 11, ABC
***KFME** Fargo, N.D., ch. 13, ETV
***KGFE** Grand Forks, N.D., ch. 2, satellite to *KFME

| ADI Counties | State | TV Households |
|---|---|---|
| Becker | MN | 10,000 |
| Clay | MN | 15,800 |
| Clearwater | MN | 3,000 |
| Kittson | MN | 2,500 |
| Lake of the Woods | MN | 1,300 |
| Mahnomen | MN | 1,800 |
| Marshall | MN | 4,800 |
| Norman | MN | 3,800 |
| Pennington | MN | 5,300 |
| Polk | MN | 12,800 |
| Red Lake | MN | 1,500 |
| Roseau | MN | 3,900 |
| Wilkin | MN | 2,700 |
| Barnes | ND | 4,700 |
| Benson | ND | 2,600 |
| Cass | ND | 29,200 |
| Cavalier | ND | 3,400 |
| Dickey | ND | 2,700 |
| Eddy | ND | 1,300 |
| Foster | ND | 1,400 |
| Grand Forks | ND | 21,200 |
| Griggs | ND | 1,800 |
| La Moure | ND | 2,300 |
| Nelson | ND | 2,200 |
| Pembina | ND | 3,700 |
| Ramsey | ND | 4,300 |
| Ransom | ND | 2,500 |
| Richland | ND | 7,600 |
| Sargent | ND | 2,100 |
| Steele | ND | 1,400 |
| Stutsman | ND | 8,200 |
| Towner | ND | 1,400 |
| Traill | ND | 3,400 |
| Walsh | ND | 5,800 |

| | |
|---|---|
| **Women** | **209,300** |
| **Men** | **210,000** |
| **Teens** | **64,400** |
| **Children** | **82,400** |


DOLORES
LA PLATA
DURANGO
APACHE
SAN JUAN
RIO ARRIBA
FARMINGTON
SANTA FE
ALBUQUERQUE
N E W M E X I

## Farmington, N.M. (205)

ADI TV Households .............. 22,900
Survey Area TV Households ...... 66,600

**KIVA-TV** Farmington, N.M., ch. 12, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| San Juan | NM | 22,900 |

| | |
|---|---|
| **Women** | **22,800** |
| **Men** | **21,000** |
| **Teens** | **9,800** |
| **Children** | **15,200** |

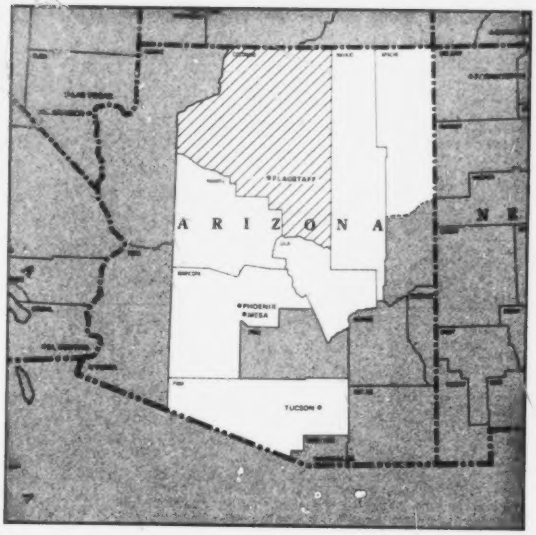
## Flagstaff, Ariz. (206)

ADI TV Households .............. 19,700
Survey Area TV Households ...... 513,500

**KOAI** Flagstaff, Ariz., ch. 2, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Coconino | AZ | 19,700 |

| | |
|---|---|
| **Women** | **21,500** |
| **Men** | **21,300** |
| **Teens** | **6,800** |
| **Children** | **13,500** |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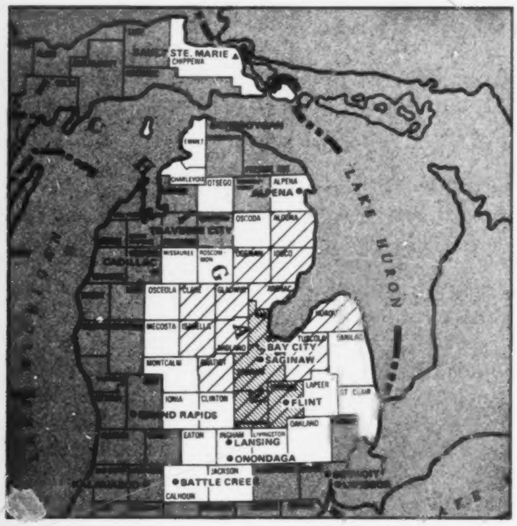
A R I Z O N A
PHOENIX
MESA
TUCSON
NE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CHIPPEWA
EMMET
CHARLEVOIX
OTSEGO
ALPENA
ALPENA
OSCODA
ALCONA
TRAVERSE CITY
MISSAUKEE
ROSCOMMON
OGEMAW
IOSCO
CADILLAC
OSCEOLA
CLARE
GLADWIN
ARENAC
MECOSTA
ISABELLA
MIDLAND
HURON
TUSCOLA
SANILAC
BAY CITY
SAGINAW
MONTCALM
GRATIOT
LAPEER
ST. CLAIR
IONIA
CLINTON
FLINT
GRAND RAPIDS
EATON
INGHAM
LIVINGSTON
OAKLAND
LANSING
ONONDAGA
JACKSON
BATTLE CREEK
CALHOUN
LAKE HURON
M I C H I G A N

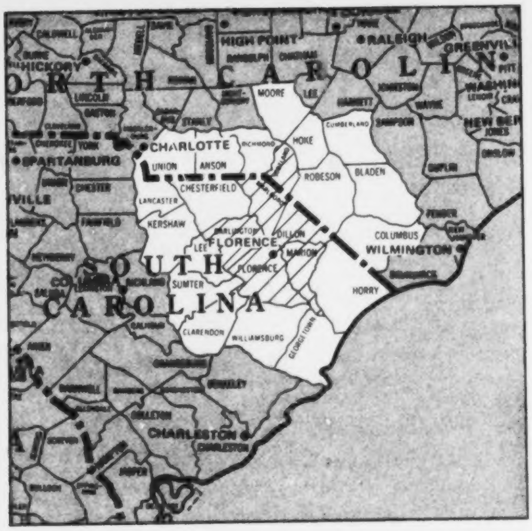
## Flint-Saginaw-Bay City, Mich. (52)

ADI TV Households .............. 408,100
Survey Area TV Households ...... 1,156,700

**WNEM-TV** Bay City, Mich., ch. 5, NBC
**WJRT-TV** Flint, Mich., ch. 12, ABC
***WCMU-TV** Mt. Pleasant, Mich., ch. 14, ETV
***WUCM-TV** University Center, Mich., ch. 19, ETV
**WEYI-TV** Saginaw, Mich., ch. 25, CBS
***WFUM** Flint, Mich., ch. 28, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Alcona | MI | 3,600 |
| Arenac | MI | 4,900 |
| Bay | MI | 38,900 |
| Clare | MI | 8,600 |
| Genessee | MI | 151,700 |
| Gladwin | MI | 6,100 |
| Gratiot | MI | 13,200 |
| Huron | MI | 12,300 |
| Iosco | MI | 10,600 |
| Isabella | MI | 15,400 |
| Midland | MI | 23,200 |
| Ogemaw | MI | 5,300 |
| Saginaw | MI | 73,200 |
| Shiawassee | MI | 23,700 |
| Tuscola | MI | 17,400 |

| | |
|---|---|
| **Women** | **432,900** |
| **Men** | **404,600** |
| **Teens** | **142,200** |
| **Children** | **202,000** |


HIGH POINT
RALEIGH
GREENVILLE
HICKORY
ORTH CAROLIN
CHARLOTTE
SPARTANBURG
MOORE
LEE
UNION
ANSON
RICHMOND
HOKE
CUMBERLAND
SAMPSON
CHESTERFIELD
ROBESON
BLADEN
LANCASTER
KERSHAW
FLORENCE
DILLON
MARION
COLUMBUS
WILMINGTON
SOUTH CAROLINA
SUMTER
HORRY
CLARENDON
WILLIAMSBURG
CHARLESTON

## Florence, S.C. (160)

| | |
|---|---|
| ADI TV Households | 85,300 |
| Survey Area TV Households | 484,700 |

**WBTW** Florence, S.C., ch. 13, CBS
***WJPM-TV** Florence, S.C., ch. 33, ETV
**WPDE-TV** Florence, S.C., ch. 15, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Scotland | NC | 9,100 |
| Darlington | SC | 17,700 |
| Dillon | SC | 8,100 |
| Florence | SC | 31,700 |
| Marion | SC | 10,000 |
| Marlboro | SC | 8,700 |

| | |
|---|---|
| **Women** | **96,800** |
| **Men** | **82,600** |
| **Teens** | **33,500** |
| **Children** | **47,400** |

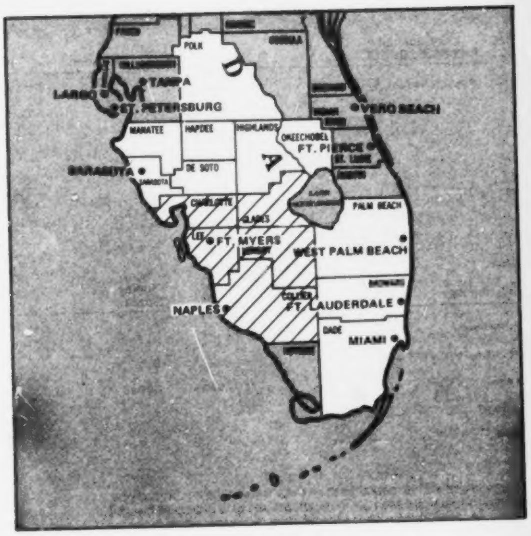
## Fort Myers-Naples, Fla. (129)

| | |
|---|---|
| ADI TV Households | 137,600 |
| Survey Area TV Households | 1,488,200 |

**WINK-TV** Fort Myers, Fla., ch. 11, CBS
**WBBH-TV** Fort Myers, Fla., ch. 20, NBC
**WEVU** Naples, Fla., ch. 26, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Charlotte | FL | 22,800 |
| Collier | FL | 28,600 |
| Glades | FL | 2,000 |
| Hendry | FL | 5,600 |
| Lee | FL | 78,600 |

| | |
|---|---|
| **Women** | **135,100** |
| **Men** | **125,000** |
| **Teens** | **28,000** |
| **Children** | **43,000** |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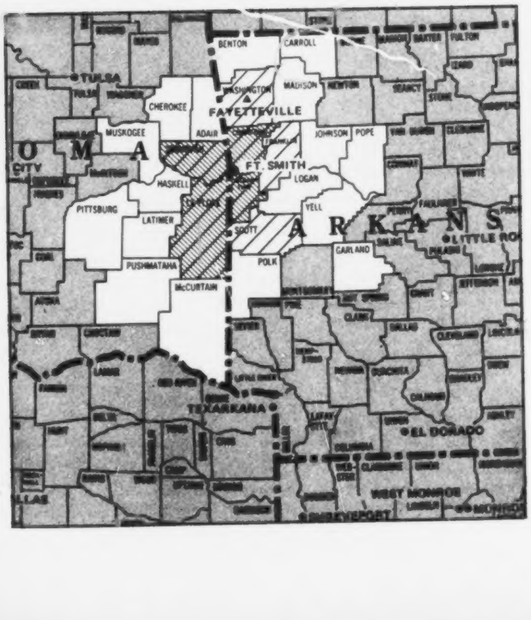
LARGO
ST. PETERSBURG
VERO BEACH
MANATEE
HARDEE
HIGHLANDS
OKEECHOBEE
FT. PIERCE
SARASOTA
DE SOTO
CHARLOTTE
GLADES
PALM BEACH
LEE
FT. MYERS
WEST PALM BEACH
BROWARD
NAPLES
COLLIER
FT. LAUDERDALE
DADE
MIAMI


TULSA
BENTON
CARROLL
WASHINGTON
MADISON
CHEROKEE
FAYETTEVILLE
MUSKOGEE
ADAIR
JOHNSON
POPE
O M A
FT. SMITH
LOGAN
HASKELL
YELL
PITTSBURG
LATIMER
SCOTT
ARKANS
LITTLE RO
PUSHMATAHA
POLK
GARLAND
McCURTAIN
TEXARKANA
EL DORADO
WEST MONROE
SHREVEPORT

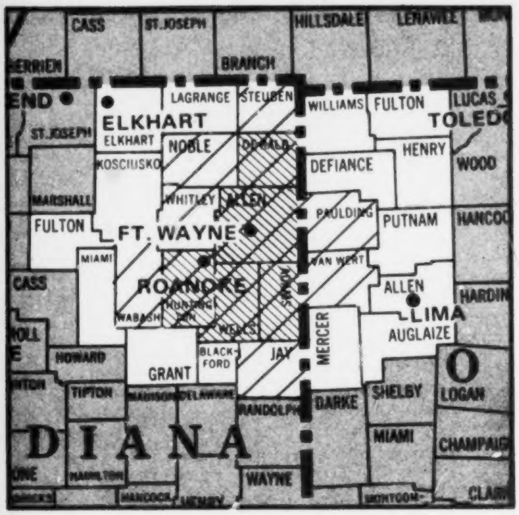
## Fort Smith, Ark. (151)

| | |
|---|---|
| ADI TV Households | 109,300 |
| Survey Area TV Households | 272,100 |

**KFSM-TV** Fort Smith, Ark., ch. 5, NBC
***KAFT** Fayetteville, Ark., ch. 13, ETV
**KLMN** Ft. Smith, Ark., ch. 24, CBS
**KFPW-TV** Fort Smith, Ark., ch. 40, ABC (CBS)
**KTVP** Fayetteville, Ark., ch. 29, Satellite to KFPW-TV

| ADI Counties | State | TV Households |
|---|---|---|
| Crawford | AR | 12,100 |
| Franklin | AR | 4,500 |
| Scott | AR | 3,600 |
| Sebastian | AR | 32,000 |
| Le Flore | OK | 13,900 |
| Sequoyah | OK | 9,800 |

| | |
|---|---|
| **Women** | **115,300** |
| **Men** | **106,200** |
| **Teens** | **30,700** |
| **Children** | **45,500** |


CASS
ST. JOSEPH
HILLSDALE
LENAWEE
BERRIEN
BRANCH
END
LAGRANGE
STEUBEN
WILLIAMS
FULTON
LUCAS
ELKHART
TOLEDO
ST. JOSEPH
ELKHART
NOBLE
DE KALB
HENRY
DEFIANCE
KOSCIUSKO
WOOD
MARSHALL
WHITLEY
ALLEN
PAULDING
PUTNAM
HANCOCK
FULTON
FT. WAYNE
MIAMI
VAN WERT
CASS
ROANOKE
ADAMS
ALLEN
HARDIN
HUNTINGTON
WABASH
WELLS
LIMA
AUGLAIZE
MERCER
HOWARD
BLACKFORD
JAY
O
GRANT
TIPTON
MADISON
DELAWARE
RANDOLPH
DARKE
SHELBY
LOGAN
DIANA
MIAMI
CHAMPAIGN
HAMILTON
WAYNE
HANCOCK
HENRY
MONTGOMERY
CLARK

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## Fort Wayne, Ind. (94)

| | |
|---|---|
| ADI TV Households | 199,700 |
| Survey Area TV Households | 375,200 |

**WANE-TV** Fort Wayne, Ind., ch. 15, CBS
**WPTA** Roanoke, Ind., ch. 21, ABC
**WKJG-TV** Fort Wayne, Ind., ch. 33, NBC
**WFFT-TV** Fort Wayne, Ind., ch. 55, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Adams | IN | 8,600 |
| Allen | IN | 98,200 |
| De Kalb | IN | 10,100 |
| Huntington | IN | 11,900 |
| Jay | IN | 7,900 |
| Noble | IN | 11,000 |
| Steuben | IN | 8,300 |
| Wabash | IN | 11,900 |
| Wells | IN | 8,100 |
| Whitley | IN | 8,200 |
| Paulding | OH | 6,600 |
| Van Wert | OH | 10,900 |

| | |
|---|---|
| **Women** | **214,000** |
| **Men** | **193,700** |
| **Teens** | **84,300** |
| **Children** | **93,200** |

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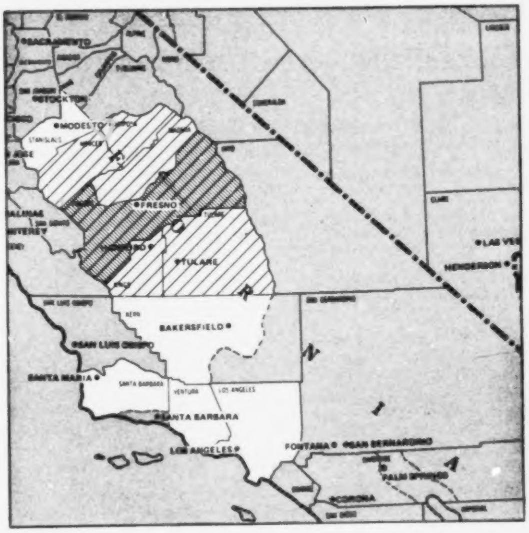
## Fresno, Calif. (69)

| | |
|---|---|
| ADI TV Households | 329,800 |
| Survey Area TV Households | 899,600 |

**KFTV** Hanford, Calif., ch. 21, IND
**KMJ-TV** Fresno, Calif., ch. 24, NBC
**KMPH** Tulare, Calif., ch. 26, IND
**KFSN-TV** Fresno, Calif., ch. 30, CBS
**KJEO** Fresno, Calif., ch. 47, ABC
**KAIL** Fresno, Calif., ch. 53, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Fresno | CA | 159,000 |
| Kings | CA | 22,900 |
| Madera | CA | 18,200 |
| Mariposa | CA | 3,500 |
| Merced | CA | 41,500 |
| Tulare | CA | 76,000 |

| | |
|---|---|
| **Women** | **329,800** |
| **Men** | **312,100** |
| **Teens** | **104,900** |
| **Children** | **152,300** |


SACRAMENTO
STOCKTON
MODESTO
FRESNO
TULARE
BAKERSFIELD
SAN LUIS OBISPO
SANTA MARIA
SANTA BARBARA
VENTURA
LOS ANGELES
FONTANA
SAN BERNARDINO
PALM SPRINGS
CORONA
HENDERSON
LAS VEGAS
O
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N
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A

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### Hanford, Calif. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**KFTV** Hanford-Fresno, Calif., ch. 21, IND

| | |
|---|---|
| Home county | Kings |
| TV Households | 22,900 |

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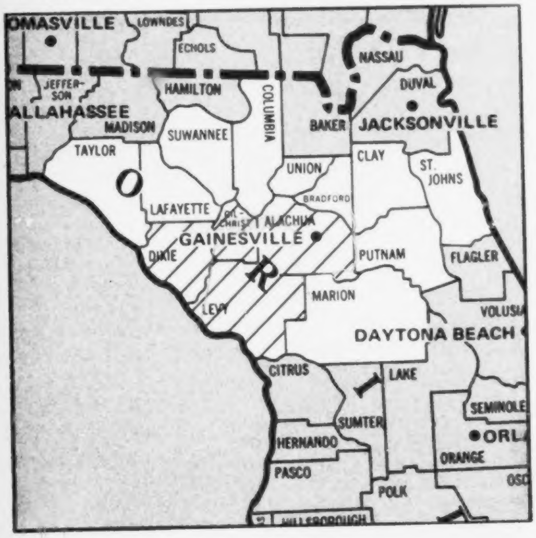
### Tulare, Calif. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**KMPH** Tulare, Calif., ch. 26, IND

| | |
|---|---|
| Home county | Tulare |
| TV Households | 76,000 |


THOMASVILLE
LOWNDES
ECHOLS
NASSAU
JEFFERSON
HAMILTON
DUVAL
TALLAHASSEE
COLUMBIA
MADISON
BAKER
JACKSONVILLE
SUWANNEE
TAYLOR
UNION
CLAY
ST. JOHNS
O
BRADFORD
LAFAYETTE
GILCHRIST
ALACHUA
GAINESVILLE
DIXIE
PUTNAM
FLAGLER
R
LEVY
MARION
VOLUSIA
DAYTONA BEACH
CITRUS
LAKE
SEMINOLE
SUMTER
ORLANDO
HERNANDO
ORANGE
PASCO
POLK
OSCEOLA
HILLSBOROUGH

---

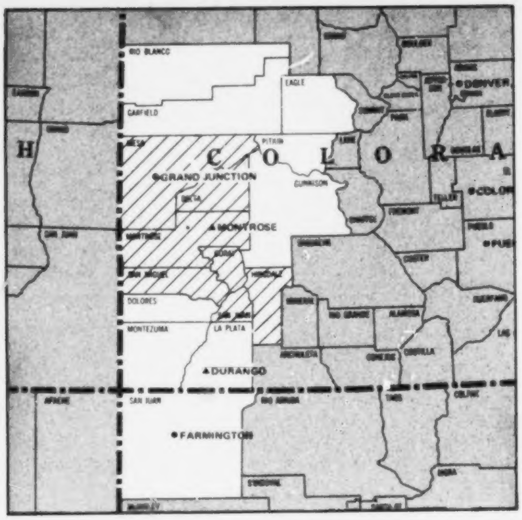
## Gainesville, Fla. (178)

| | |
|---|---|
| ADI TV Households | 54,600 |
| Survey Area TV Households | 167,400 |

***WUFT** Gainesville, Fla., ch. 5, ETV
**WCJB** Gainesville, Fla., ch. 20, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Alachua | FL | 44,500 |
| Dixie | FL | 2,100 |
| Gilchrist | FL | 2,200 |
| Levy | FL | 5,800 |

| | |
|---|---|
| **Women** | **58,200** |
| **Men** | **57,900** |
| **Teens** | **14,400** |
| **Children** | **22,000** |



RIO BLANCO
EAGLE
GARFIELD
PITKIN
DENVER
C O L O R A
GRAND JUNCTION
GUNNISON
DELTA
MONTROSE
OURAY
SAN MIGUEL
HINSDALE
DOLORES
MONTEZUMA
LA PLATA
SAN JUAN
DURANGO
ARCHULETA
FARMINGTON
SAN JUAN

## Grand Junction, Colo. (189)

| | |
|---|---|
| ADI TV Households | 44,100 |
| Survey Area TV Households | 90,800 |

**KREX-TV** Grand Junction, Colo., ch. 5, CBS (ABC-NBC)
**KJCT** Grand Junction, Colo., ch. 8, ABC
**KREZ-TV** Durango, Colo., ch. 6, satellite to KREX-TV
**KREY-TV** Montrose, Colo., ch. 10, satellite to KREX-TV

| ADI Counties | State | TV Households |
|---|---|---|
| Delta | CO | 7,900 |
| Hinsdale | CO | 400 |
| Mesa | CO | 26,100 |
| Montrose | CO | 7,700 |
| Ouray | CO | 700 |
| San Juan | CO | 300 |
| San Miguel | CO | 1,000 |

| | |
|---|---|
| **Women** | **43,400** |
| **Men** | **40,100** |
| **Teens** | **13,300** |
| **Children** | **16,300** |

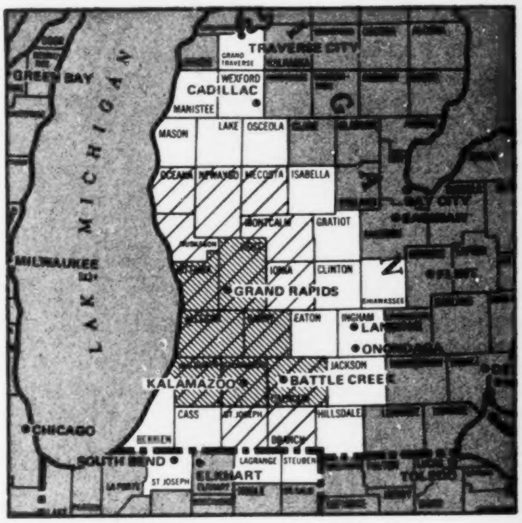
## Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)

| | |
|---|---|
| ADI TV Households | 518,100 |
| Survey Area TV Households | 989,200 |

**WKZO-TV** Kalamazoo, Mich., ch. 3, CBS
**WOTV** Grand Rapids, Mich., ch. 8, NBC
**WZZM-TV** Grand Rapids, Mich., ch. 13, ABC
***WGVC** Grand Rapids, Mich., ch. 35, ETV
**WUHQ-TV** Battle Creek, Mich., ch. 41, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Allegan | MI | 24,800 |
| Barry | MI | 14,400 |
| Branch | MI | 12,600 |
| Calhoun | MI | 49,500 |
| Ionia | MI | 15,800 |
| Kalamazoo | MI | 69,900 |
| Kent | MI | 145,000 |
| Mecosta | MI | 11,300 |
| Montcalm | MI | 16,700 |
| Muskegon | MI | 52,600 |
| Newaygo | MI | 10,500 |
| Oceana | MI | 7,400 |
| Ottawa | MI | 46,200 |
| Van Buren | MI | 22,300 |

| | |
|---|---|
| **Women** | **556,300** |
| **Men** | **509,600** |
| **Teens** | **169,900** |
| **Children** | **236,500** |



TRAVERSE CITY
GRAND TRAVERSE
WEXFORD
CADILLAC
MANISTEE
GREEN BAY
MASON
LAKE
OSCEOLA
OCEANA
NEWAYGO
MECOSTA
ISABELLA
MONTCALM
GRATIOT
MILWAUKEE
LAKE MICHIGAN
IONIA
CLINTON
GRAND RAPIDS
EATON
INGHAM
JACKSON
KALAMAZOO
BATTLE CREEK
CASS
ST JOSEPH
HILLSDALE
BRANCH
BERRIEN
CHICAGO
SOUTH BEND
ELKHART
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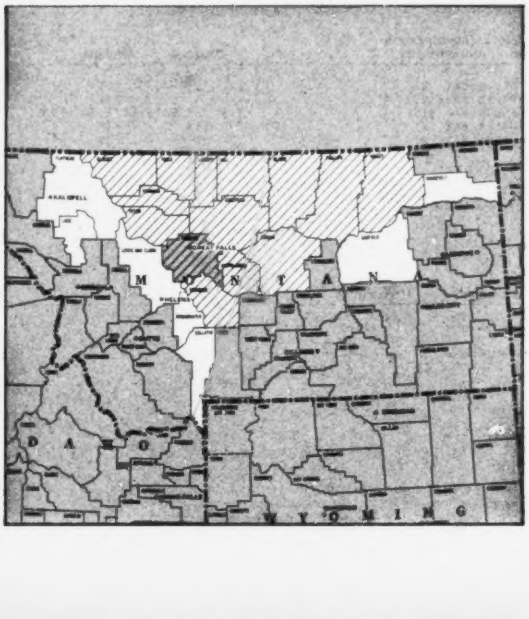
STEUBEN
TOLEDO



KALISPELL
GREAT FALLS
HELENA
M O N T A N
I D A H O
W Y O M I N G

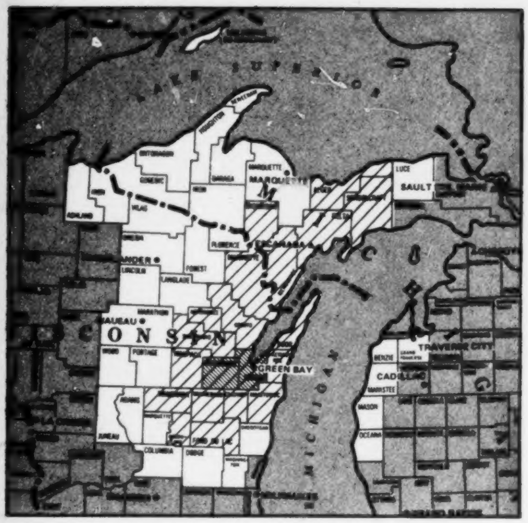
## Great Falls, Mont. (175)

| | |
|---|---|
| ADI TV Households | 63,900 |
| Survey Area TV Households | 117,400 |

**KRTV** Great Falls, Mont., ch. 3, CBS (NBC)
**KFBB-TV** Great Falls, Mont., ch. 5, ABC (CBS-NBC)

| ADI Counties | State | TV Households |
|---|---|---|
| Blaine | MT | 2,400 |
| Cascade | MT | 29,400 |
| Chouteau | MT | 2,400 |
| Glacier | MT | 3,200 |
| Hill | MT | 6,000 |
| Judith Basin | MT | 900 |
| Liberty | MT | 800 |
| Meagher | MT | 700 |
| Phillips | MT | 1,900 |
| Pondera | MT | 2,500 |
| Teton | MT | 2,300 |
| Toole | MT | 2,200 |
| Valley | MT | 4,500 |

| | |
|---|---|
| **Women** | **62,500** |
| **Men** | **62,800** |
| **Teens** | **21,800** |
| **Children** | **29,100** |


LAKE SUPERIOR
MARQUETTE
SAULT
ESCANABA
CONSIN
GREEN BAY
TRAVERSE CITY
CADILLAC
MICHIGAN

## Green Bay, Wis. (67)

ADI TV Households .............. 329,800
Survey Area TV Households ...... 651,300

**WBAY-TV** Green Bay, Wis., ch. 2, CBS
**WFRV-TV** Green Bay, Wis., ch. 5, NBC
**WJMN-TV** Escanaba, Mich., ch. 3, satellite to WFRV-TV
**WLUK-TV** Green Bay, Wis., ch. 11, ABC
***WPNE** Green Bay, Wis., ch. 38, ETV
**WLRE** Green Bay, Wis., ch. 26, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Alger | MI | 3,400 |
| Delta | MI | 13,800 |
| Dickinson | MI | 9,700 |
| Menominee | MI | 9,500 |
| Schoolcraft | MI | 3,100 |
| Brown | WI | 56,300 |
| Calumet | WI | 8,800 |
| Door | WI | 9,100 |
| Fond du Lac | WI | 28,900 |
| Green Lake | WI | 6,700 |
| Kewaunee | WI | 6,800 |
| Manitowoc | WI | 28,400 |
| Marinette | WI | 14,300 |
| Menominee | WI | 600 |
| Oconto | WI | 9,800 |
| Outagamie | WI | 41,900 |
| Shawano | WI | 12,400 |
| Waupaca | WI | 15,300 |
| Waushara | WI | 5,800 |
| Winnebago | WI | 45,200 |

| | |
|---|---|
| **Women** | **357,800** |
| **Men** | **333,300** |
| **Teens** | **115,100** |
| **Children** | **144,200** |

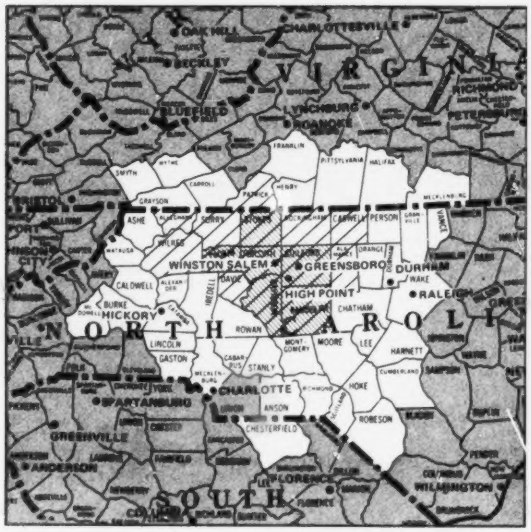
## Greensboro-Winston Salem-High Point, N.C. (53)

ADI TV Households .............. 402,400
Survey Area TV Households ...... 1,306,500

**WFMY-TV** Greensboro, N.C., ch. 2, CBS
**WGHP-TV** High Point, N.C., ch. 8, ABC
**WXII** Winston-Salem, N.C., ch. 12, NBC
***WUNL-TV** Winston-Salem, N.C., ch. 26, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Alamance | NC | 35,300 |
| Alleghany | NC | 3,400 |
| Caswell | NC | 5,900 |
| Davidson | NC | 36,200 |
| Davie | NC | 8,000 |
| Forsyth | NC | 83,800 |
| Guilford | NC | 108,300 |
| Randolph | NC | 30,100 |
| Rockingham | NC | 26,400 |
| Stokes | NC | 10,200 |
| Surry | NC | 20,200 |
| Wilkes | NC | 19,000 |
| Yadkin | NC | 9,900 |
| Patrick | VA | 5,700 |

| | |
|---|---|
| **Women** | **440,700** |
| **Men** | **387,000** |
| **Teens** | **114,000** |
| **Children** | **160,700** |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FRANKLIN
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HALIFAX
HENRY
PATRICK
CARROLL
GRAYSON
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SMYTH
ASHE
SURRY
ROCKINGHAM
CASWELL
PERSON
WATAUGA
WILKES
WINSTON SALEM
GREENSBORO
DURHAM
WAKE
RALEIGH
HIGH POINT
CALDWELL
IREDELL
DAVIE
ORANGE
CHATHAM
BURKE
HICKORY
NORTH CAROLI
ROWAN
LINCOLN
GASTON
STANLY
MOORE
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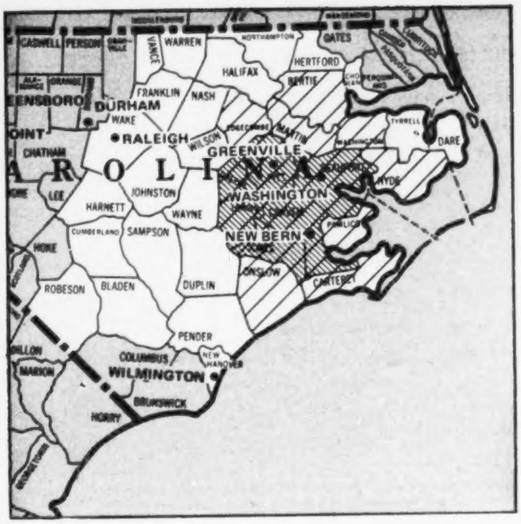
HARNETT
CUMBERLAND
HOKE
ROBESON
CHARLOTTE
ANSON
CHESTERFIELD
SPARTANBURG
GREENVILLE
ANDERSON
FLORENCE
WILMINGTON
SOUTH

## Supplementary markets

The following supplementary markets have no ADI. Reports for these non-ADI markets may be produced in the November, February and/or May surveys. Data on each market is listed in the surrounding atlas adjacent to the ADI in which it falls. TV household estimates for supplementary markets are nonadditive, since these markets are composed of counties which are a part of other markets' ADI's.

| **Supplementary market** | **Home county** | **ADI where located** |
|---|---|---|
| Akron, Ohio | Summit | Cleveland |
| Allentown, Pa. | Lehigh | Philadelphia |
| Anderson, S.C. | Anderson | Greenville-Spartanburg-Asheville |
| Bellingham, Wash. | Whatcom | Seattle-Tacoma |
| Bend, Ore. | Deschutes | Portland |
| Canton, Ohio | Stark | Cleveland |
| Fort Lauderdale, Fla. | Broward | Miami |
| Fort Pierce-Vero Beach, Fla. | St. Lucie | West Palm Beach |
| Hagerstown, Md. | Washington | Washington, D.C. |
| Hanford, Calif. | Kings | Fresno |
| Hanover, N.M. | Grafton | Burlington |
| Hazard, Ky. | Perry | Lexington |
| Hickory, N.C. | Catawba | Charlotte |
| Manchester, N.H. | Hillsborough | Boston |
| Modesto, Calif. | Stanislaus | Sacramento-Stockton |
| Sarasota, Fla. | Sarasota | Tampa-St. Petersburg |
| Tulare, Calif. | Tulare | Fresno |
| Wildwood, N.J. | Cape May | Philadelphia |
| Worcester, Mass. | Worcester | Boston |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GATES
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HALIFAX
BERTIE
FRANKLIN
NASH
DURHAM
WAKE
RALEIGH
WILSON
EDGECOMBE
MARTIN
TYRRELL
DARE
GREENVILLE
CHATHAM
AROLINA
HYDE
LEE
JOHNSTON
HARNETT
WASHINGTON
WAYNE
CUMBERLAND
SAMPSON
NEW BERN
PAMLICO
HOKE
ROBESON
BLADEN
DUPLIN
ONSLOW
CARTERET
PENDER
DILLON
MARION
COLUMBUS
NEW HANOVER
WILMINGTON
BRUNSWICK
HORRY

## Greenville-New Bern-Washington, N.C. (105)

| | |
|---|---|
| ADI TV Households | 171,900 |
| Survey Area TV Households | 608,200 |

**WITN-TV** Washington, N.C., ch. 7, NBC
**WNCT-TV** Greenville, N.C., ch. 9, CBS
**WCTI-TV** New Bern, N.C., ch. 12, ABC
***WUNK-TV** Greenville, N.C., ch. 25, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Beaufort | NC | 13,600 |
| Bertie | NC | 6,800 |
| Carteret | NC | 13,400 |
| Craven | NC | 21,500 |
| Edgecombe | NC | 17,200 |
| Greene | NC | 4,400 |
| Hyde | NC | 1,800 |
| Jones | NC | 2,800 |
| Lenoir | NC | 20,000 |
| Martin | NC | 8,100 |
| Onslow | NC | 29,100 |
| Pamlico | NC | 3,600 |
| Pitt | NC | 25,300 |
| Washington | NC | 4,300 |

| | |
|---|---|
| **Women** | **185,800** |
| **Men** | **194,900** |
| **Teens** | **60,300** |
| **Children** | **59,300** |

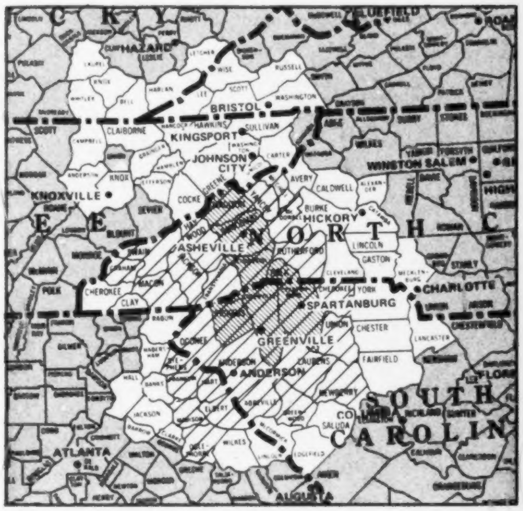
## Greenville-Spartanburg, S.C.-Asheville, N.C. (36)

| | |
|---|---|
| ADI TV Households | 523,900 |
| Survey Area TV Households | 1,410,700 |

**WFBC-TV** Greenville, S.C., ch. 4, NBC
**WSPA-TV** Spartanburg, S.C., ch. 7, CBS
**WLOS-TV** Asheville, N.C., ch. 13, ABC
**WGGS-TV** Greenville, S.C., ch. 16, IND
**WHNS-TV** Asheville, N.C., ch. 21, IND
***WNTV** Greenville, S.C., ch. 29, ETV
***WUNF-TV** Asheville, N.C., ch. 33, ETV
**WAIM-TV** Anderson, S.C., ch. 40, ABC (CBS)
***WRTS-TV** Spartanburg, S.C., ch. 49, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Elbert | GA | 6,600 |
| Franklin | GA | 5,100 |
| Hart | GA | 5,600 |
| Madison | GA | 5,300 |
| Oglethorpe | GA | 2,600 |
| Stephens | GA | 8,500 |
| Buncombe | NC | 56,700 |
| Graham | NC | 2,100 |
| Haywood | NC | 15,400 |
| Henderson | NC | 20,300 |
| Jackson | NC | 7,600 |
| McDowell | NC | 11,800 |
| Macon | NC | 7,100 |
| Madison | NC | 5,400 |
| Mitchell | NC | 4,600 |
| Polk | NC | 4,500 |
| Rutherford | NC | 18,200 |
| Swain | NC | 3,400 |
| Transylvania | NC | 7,100 |
| Yancey | NC | 4,800 |
| Abbeville | SC | 7,500 |
| Anderson | SC | 42,900 |
| Cherokee | SC | 14,900 |
| Greenville | SC | 93,400 |
| Greenwood | SC | 18,400 |
| Laurens | SC | 16,000 |
| Newberry | SC | 10,500 |
| Oconee | SC | 16,600 |
| Pickens | SC | 22,300 |
| Spartanburg | SC | 67,700 |
| Union | SC | 11,000 |

| | |
|---|---|
| **Women** | **575,600** |
| **Men** | **512,500** |
| **Teens** | **146,900** |
| **Children** | **212,700** |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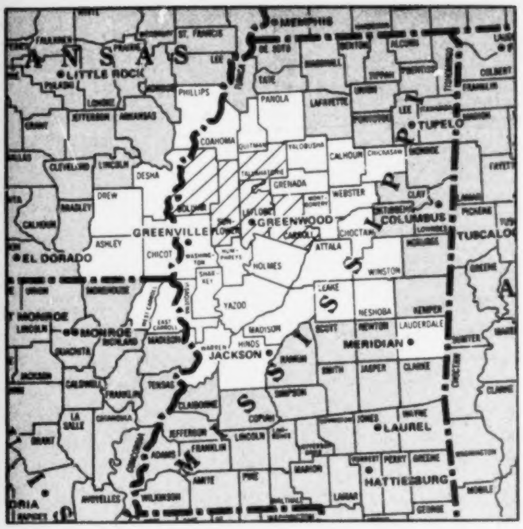
LESLIE
LETCHER
WISE
RUSSELL
HARLAN
LEE
SCOTT
BRISTOL
WASHINGTON
CLAIBORNE
HAWKINS
SULLIVAN
KINGSPORT
JOHNSON CITY
CARTER
WINSTON SALEM
FORSYTH
AVERY
CALDWELL
KNOX
KNOXVILLE
COCKE
BURKE
HICKORY
TENN
NORTH
ASHEVILLE
RUTHERFORD
LINCOLN
GASTON
CHEROKEE
CLAY
POLK
CHARLOTTE
SPARTANBURG
UNION
CHESTER
OCONEE
GREENVILLE
LANCASTER
ANDERSON
LAURENS
FAIRFIELD
NEWBERRY
SOUTH
CAROLINA
SALUDA
EDGEFIELD
ATLANTA
AIKEN
AUGUSTA

## Anderson, S.C. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WAIM-TV** Anderson, S.C., ch. 40, ABC (CBS)

| | |
|---|---|
| Home county | Anderson |
| TV Households | 42,900 |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PHILLIPS
PANOLA
TUPELO
COAHOMA
GRENADA
GREENWOOD
COLUMBUS
GREENVILLE
TUSCALO
EL DORADO
HOLMES
YAZOO
MONROE
MADISON
JACKSON
MERIDIAN
LAUREL
HATTIESBURG
CARROLL
LEFLORE
BOLIVAR
SUNFLOWER
TALLAHATCHIE

## Greenwood-Greenville, Miss. (190)

| | |
|---|---|
| ADI TV Households | 41,600 |
| Survey Area TV Households | 331,800 |

**WABG-TV** Greenwood, Miss., ch. 6, ABC
**WXVT** Greenville, Miss., ch. 15, IND
***WMAO** Greenwood, Miss., ch. 23, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Bolivar | MS | 12,900 |
| Carroll | MS | 2,500 |
| LeFlore | MS | 12,400 |
| Sunflower | MS | 8,500 |
| Tallahatchie | MS | 5,300 |

| | |
|---|---|
| **Women** | **47,000** |
| **Men** | **40,800** |
| **Teens** | **18,000** |
| **Children** | **27,100** |

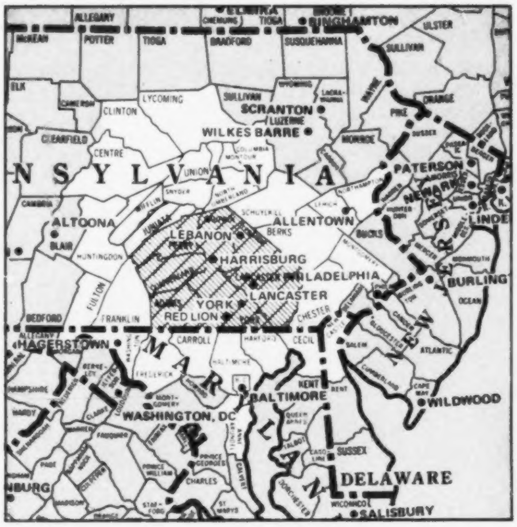
## Harrisburg-York-Lancaster-Lebanon, Pa. (45)

| | |
|---|---|
| ADI TV Households | 453,500 |
| Survey Area TV Households | 2,255,500 |

**WGAL-TV** Lancaster, Pa., ch. 8, NBC
**WLYH-TV** Lancaster, Pa., ch. 15, CBS
**WHP-TV** Harrisburg, Pa., ch. 21, CBS
**WTPA** Harrisburg, Pa., ch. 27, ABC
***WITF-TV** Hershey, Pa., ch. 33, ETV
**WSBA-TV** York, Pa., ch. 43, CBS
**WGCB-TV** Red Lion, Pa., ch. 49, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Adams | PA | 20,100 |
| Cumberland | PA | 60,400 |
| Dauphin | PA | 84,200 |
| Juniata | PA | 5,700 |
| Lancaster | PA | 118,300 |
| Lebanon | PA | 33,600 |
| Perry | PA | 12,000 |
| York | PA | 103,800 |

| | |
|---|---|
| **Women** | **488,100** |
| **Men** | **436,200** |
| **Teens** | **131,000** |
| **Children** | **183,000** |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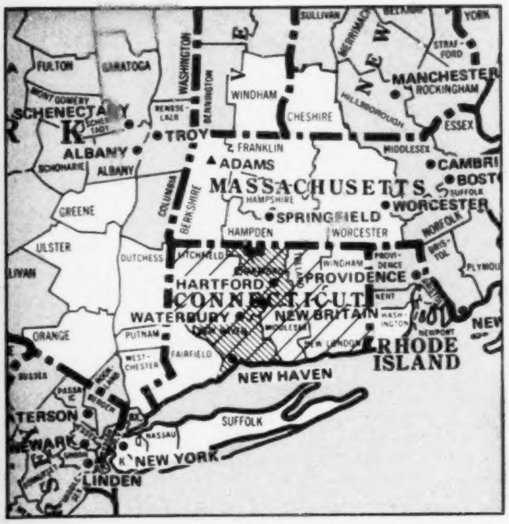
NSYLVANIA
ALTOONA
LEBANON
ALLENTOWN
HARRISBURG
PATERSON
NEWARK
PHILADELPHIA
LANCASTER
YORK
RED LION
BURLING
HAGERSTOWN
BALTIMORE
WASHINGTON, DC
WILDWOOD
DELAWARE
SALISBURY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TROY
ALBANY
ADAMS
MASSACHUSETTS
SPRINGFIELD
WORCESTER
CAMBRI
BOST
HARTFORD
PROVIDENCE
CONNECTICUT
WATERBURY
NEW BRITAIN
RHODE ISLAND
NEW HAVEN
SUFFOLK
NEW YORK
LINDEN

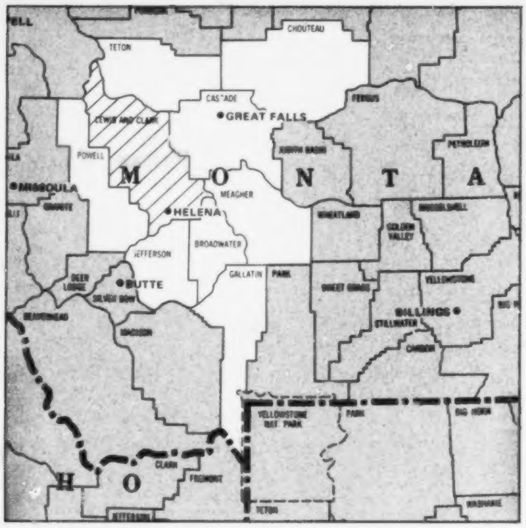
## Hartford-New Haven, Conn. (20)

| | |
|---|---|
| ADI TV Households | 758,600 |
| Survey Area TV Households | 4,574,300 |

**WFSB-TV** Hartford, Conn., ch. 3, CBS
**WTNH-TV** New Haven, Conn., ch. 8, ABC
**WHCT-TV** Hartford, Conn., ch. 18, IND
**WATR-TV** Waterbury, Conn., ch. 20, NBC
***WEDH** Hartford, Conn., ch. 24, ETV
**WVIT** New Britain, Conn., ch. 30, NBC
**WEDY** New Haven, Conn., ch. 65, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Hartford | CT | 283,100 |
| Litchfield | CT | 53,200 |
| Middlesex | CT | 43,200 |
| New Haven | CT | 266,100 |
| New London | CT | 79,700 |
| Tolland | CT | 33,300 |

| | |
|---|---|
| **Women** | **833,700** |
| **Men** | **758,800** |
| **Teens** | **225,200** |
| **Children** | **287,600** |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CASCADE
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GREAT FALLS
FERGUS
POWELL
JUDITH BASIN
PETROLEUM
MISSOULA
GRANITE
M
O
N
T
A
MEAGHER
HELENA
WHEATLAND
GOLDEN VALLEY
MUSSELSHELL
JEFFERSON
BROADWATER
DEER LODGE
BUTTE
SILVER BOW
GALLATIN
PARK
SWEET GRASS
STILLWATER
YELLOWSTONE
BILLINGS
BEAVERHEAD
MADISON
CARBON
YELLOWSTONE NAT. PARK
PARK
BIG HORN
CLARK
FREMONT
TETON
JEFFERSON
WASHAKIE
H
O

## Helena, Mont. (210)

| | |
|---|---|
| ADI TV Households | 14,400 |
| Survey Area TV Households | 80,600 |

**KTCM** Helena, Mont., ch. 12, NBC (ABC)

| ADI Counties | State | TV Households |
|---|---|---|
| Lewis & Clark | MT | 14,400 |

| | |
|---|---|
| **Women** | **14,400** |
| **Men** | **13,400** |
| **Teens** | **4,500** |
| **Children** | **5,900** |

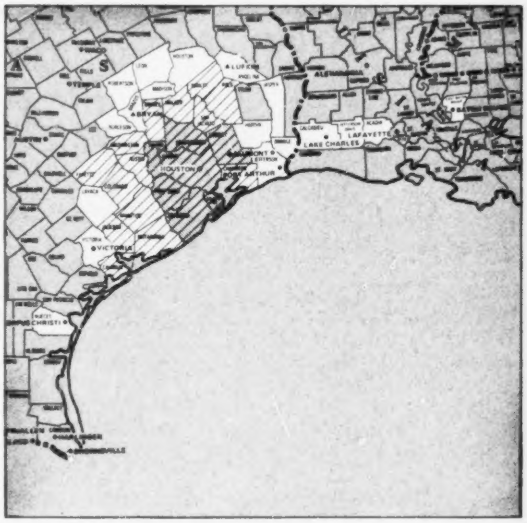
## Houston (12)

| | |
|---|---|
| ADI TV Households | 1,104,300 |
| Survey Area TV Households | 1,466,900 |

**KPRC-TV** Houston, ch. 2, NBC
***KUHT** Houston, ch. 8, ETV
**KHOU-TV** Houston, Tex., ch. 11, CBS
**KTRK-TV** Houston, ch. 13, ABC
**KRIV-TV** Houston, ch. 26, IND
**KHTV** Houston, ch. 39, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Austin | TX | 6,000 |
| Brazoria | TX | 46,600 |
| Calhoun | TX | 5,500 |
| Chambers | TX | 5,300 |
| Colorado | TX | 6,100 |
| Fayette | TX | 6,700 |
| Fort Bend | TX | 27,100 |
| Galveston | TX | 71,300 |
| Grimes | TX | 4,200 |
| Harris | TX | 816,400 |
| Jackson | TX | 4,600 |
| Liberty | TX | 15,000 |
| Matagorda | TX | 10,900 |
| Montgomery | TX | 34,500 |
| Polk | TX | 6,500 |
| San Jacinto | TX | 2,700 |
| Trinity | TX | 2,800 |
| Walker | TX | 8,900 |
| Waller | TX | 4,500 |
| Washington | TX | 6,800 |
| Wharton | TX | 11,900 |

| | |
|---|---|
| **Women** | **1,117,800** |
| **Men** | **1,055,800** |
| **Teens** | **333,000** |
| **Children** | **517,700** |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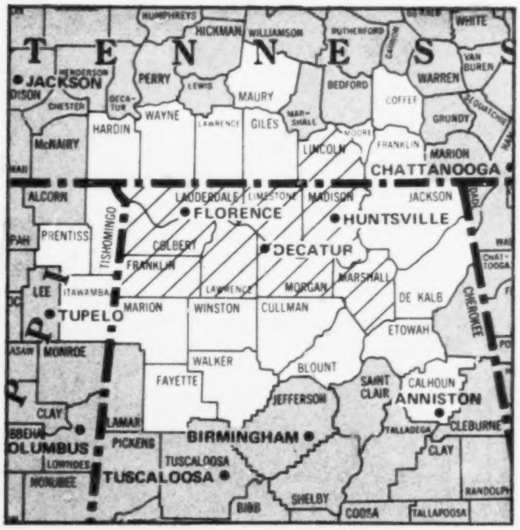
PORT ARTHUR
LAKE CHARLES
LAFAYETTE
VICTORIA
CORPUS CHRISTI
BROWNSVILLE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LEWIS
MAURY
BEDFORD
CANNON
VAN BUREN
WARREN
CHESTER
DECATUR
WAYNE
COFFEE
GRUNDY
SEQUATCHIE
HARDIN
LAWRENCE
GILES
MARSHALL
MOORE
FRANKLIN
MARION
McNAIRY
LINCOLN
CHATTANOOGA
ALCORN
LAUDERDALE
LIMESTONE
MADISON
JACKSON
FLORENCE
HUNTSVILLE
PRENTISS
TISHOMINGO
COLBERT
DECATUR
DADE
FRANKLIN
CHATTOOGA
LEE
ITAWAMBA
LAWRENCE
MORGAN
MARSHALL
DE KALB
TUPELO
MARION
WINSTON
CULLMAN
CHEROKEE
ETOWAH
MONROE
WALKER
BLOUNT
FAYETTE
SAINT CLAIR
CALHOUN
JEFFERSON
ANNISTON
CLAY
LAMAR
CLEBURNE
COLUMBUS
PICKENS
BIRMINGHAM
TALLADEGA
LOWNDES
TUSCALOOSA
CLAY
NOXUBEE
TUSCALOOSA
RANDOLPH
BIBB
SHELBY
COOSA
TALLAPOOSA

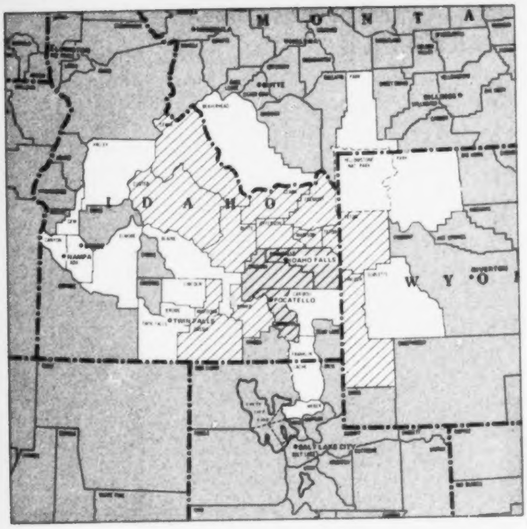
## Huntsville-Decatur-Florence, Ala. (96)

| | |
|---|---|
| ADI TV Households | 197,700 |
| Survey Area TV Households | 464,500 |

**WOWL-TV** Florence, Ala., ch. 15, NBC
**WHNT-TV** Huntsville, Ala., ch. 19, CBS
***WHIQ** Huntsville, Ala., ch. 25, ETV
**WAAY-TV** Huntsville, Ala., ch. 31, ABC
***WFIQ** Florence, Ala., ch. 36, ETV
**WAFF** Huntsville, Ala., ch. 48, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Colbert | AL | 18,100 |
| Franklin | AL | 10,100 |
| Lauderdale | AL | 26,500 |
| Lawrence | AL | 9,300 |
| Limestone | AL | 13,900 |
| Madison | AL | 58,600 |
| Marshall | AL | 22,300 |
| Morgan | AL | 30,200 |
| Lincoln | TN | 8,700 |

| | |
|---|---|
| **Women** | **217,800** |
| **Men** | **198,200** |
| **Teens** | **63,200** |
| **Children** | **89,000** |


MONTANA
IDAHO
WYO
IDAHO FALLS
POCATELLO
TWIN FALLS
SALT LAKE CITY

## Idaho Falls-Pocatello, Idaho (159)

| | |
|---|---|
| ADI TV Households | 90,100 |
| Survey Area TV Households | 205,600 |

**KID-TV** Idaho Falls, Idaho, ch. 3, CBS
**KPVI** Pocatello, Idaho, ch. 6, ABC
**KIFI-TV** Idaho Falls, Idaho, ch. 8, NBC
***KBGL-TV** Pocatello, Idaho, ch. 10, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Bannock | ID | 20,500 |
| Bingham | ID | 11,000 |
| Bonneville | ID | 20,200 |
| Butte | ID | 900 |
| Cassia | ID | 6,300 |
| Clark | ID | 500 |
| Custer | ID | 1,100 |
| Fremont | ID | 3,400 |
| Jefferson | ID | 4,700 |
| Madison | ID | 4,100 |
| Minidoka | ID | 6,500 |
| Power | ID | 2,100 |
| Teton | ID | 700 |
| Lincoln | WY | 3,700 |
| Teton | WY | 2,200 |

| | |
|---|---|
| **Women** | **92,600** |
| **Men** | **91,000** |
| **Teens** | **33,400** |
| **Children** | **54,300** |

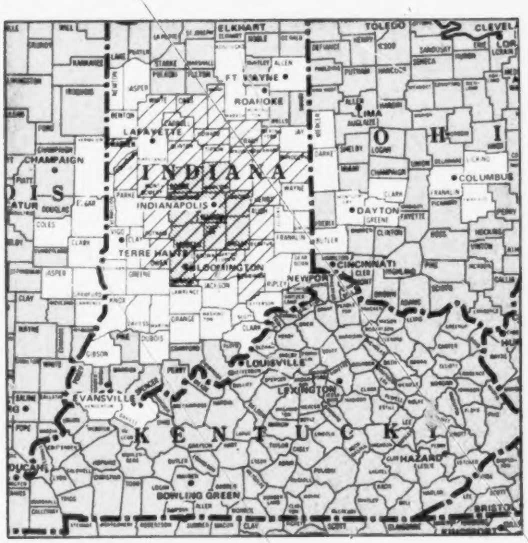
## Indianapolis (22)

| | |
|---|---|
| ADI TV Households | 744,600 |
| Survey Area TV Households | 2,058,200 |

**WTTV** Bloomington, Ind. ch. 4, IND
**WRTV** Indianapolis, Ind., ch. 6, ABC
**WISH-TV** Indianapolis, Ind., ch. 8, CBS
**WTHR** Indianapolis, Ind., ch. 13, NBC
***WFYI** Indianapolis, Ind., ch. 20, ETV
***WTIU** Bloomington, Ind., ch. 30, ETV
**WHMB-TV** Indianapolis, Ind., ch. 40, IND
***WIPB** Muncie, Ind., ch. 49, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Bartholomew | IN | 20,600 |
| Blackford | IN | 5,400 |
| Boone | IN | 12,200 |
| Brown | IN | 3,600 |
| Carroll | IN | 6,200 |
| Cass | IN | 13,400 |
| Clinton | IN | 11,100 |
| Decatur | IN | 8,300 |
| Delaware | IN | 41,400 |
| Fountain | IN | 6,200 |
| Grant | IN | 27,700 |
| Hamilton | IN | 26,100 |
| Hancock | IN | 14,400 |
| Hendricks | IN | 22,000 |
| Henry | IN | 18,300 |
| Howard | IN | 30,700 |
| Jennings | IN | 6,200 |
| Johnson | IN | 23,900 |
| Madison | IN | 47,100 |
| Marion | IN | 267,600 |
| Miami | IN | 12,300 |
| Monroe | IN | 30,400 |
| Montgomery | IN | 12,000 |
| Morgan | IN | 16,000 |
| Owen | IN | 5,100 |
| Putnam | IN | 9,100 |
| Randolph | IN | 10,500 |
| Rush | IN | 7,100 |
| Shelby | IN | 13,700 |
| Tipton | IN | 5,600 |
| Warren | IN | 2,400 |
| White | IN | 8,000 |

| | |
|---|---|
| **Women** | **802,500** |
| **Men** | **725,700** |
| **Teens** | **231,100** |
| **Children** | **334,300** |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ROANOKE
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CHAMPAIGN
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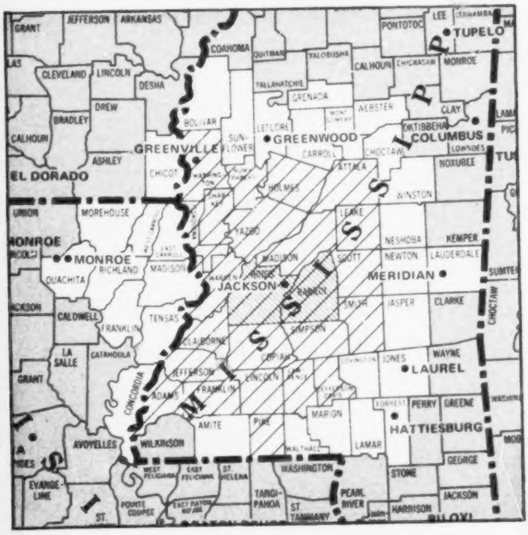
OHIO
COLUMBUS
INDIANAPOLIS
DAYTON
TERRE HAUTE
BLOOMINGTON
CINCINNATI
NEWPORT
LOUISVILLE
LEXINGTON
EVANSVILLE
KENTUCKY
HAZARD
BOWLING GREEN
BRISTOL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COAHOMA
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TUPELO
CLEVELAND
LINCOLN
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CHICKASAW
MONROE
DREW
GRENADA
WEBSTER
CLAY
BOLIVAR
LEFLORE
GREENWOOD
OKTIBBEHA
COLUMBUS
GREENVILLE
CARROLL
CHOCTAW
LOWNDES
EL DORADO
ASHLEY
CHICOT
ATTALA
NOXUBEE
HOLMES
WINSTON
UNION
MOREHOUSE
YAZOO
LEAKE
NESHOBA
KEMPER
MONROE
MADISON
SCOTT
NEWTON
LAUDERDALE
OUACHITA
RICHLAND
JACKSON
RANKIN
MERIDIAN
CALDWELL
FRANKLIN
TENSAS
SMITH
JASPER
CLARKE
CHOCTAW
CLAIBORNE
SIMPSON
COPIAH
LA SALLE
CATAHOULA
JONES
WAYNE
LAUREL
JEFFERSON
FRANKLIN
LINCOLN
CONCORDIA
ADAMS
FORREST
PERRY
GREENE
AMITE
PIKE
MARION
HATTIESBURG
AVOYELLES
WILKINSON
LAMAR
WASHINGTON
STONE
GEORGE
PEARL RIVER
HARRISON
JACKSON
MISSISSIPPI

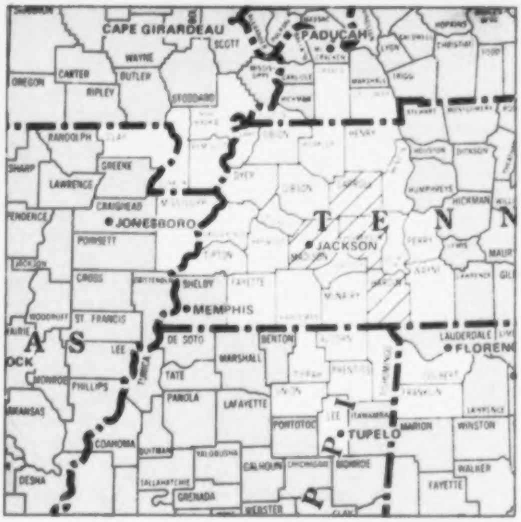
## Jackson, Miss. (80)

| | |
|---|---|
| ADI TV Households | 256,100 |
| Survey Area TV Households | 512,400 |

**WLBT** Jackson, Miss., ch. 3, NBC
**WJTV** Jackson, Miss., ch. 12, CBS
**WAPT** Jackson, Miss., ch. 16, ABC
***WMAU** Bude, Miss., ch. 17, ETV
***WMAA** Jackson, Miss., ch. 29, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Adams | MS | 11,800 |
| Attala | MS | 6,800 |
| Claiborne | MS | 3,200 |
| Copiah | MS | 8,200 |
| Franklin | MS | 2,800 |
| Hinds | MS | 79,100 |
| Holmes | MS | 6,400 |
| Humphreys | MS | 3,700 |
| Issaquena | MS | 700 |
| Jefferson | MS | 2,200 |
| Jefferson Davis | MS | 4,000 |
| Lawrence | MS | 3,900 |
| Leake | MS | 6,400 |
| Lincoln | MS | 9,100 |
| Madison | MS | 9,500 |
| Pike | MS | 12,000 |
| Rankin | MS | 18,200 |
| Scott | MS | 7,300 |
| Sharkey | MS | 2,200 |
| Simpson | MS | 7,200 |
| Smith | MS | 4,500 |
| Warren | MS | 16,600 |
| Washington | MS | 21,700 |
| Yazoo | MS | 8,600 |

| | |
|---|---|
| **Women** | **284,800** |
| **Men** | **243,300** |
| **Teens** | **94,200** |
| **Children** | **140,800** |


CAPE GIRARDEAU
PADUCAH
JONESBORO
JACKSON
MEMPHIS
TUPELO
FLORENCE
T E N N
A S
P

## Jackson, Tenn. (182)

| | |
|---|---|
| ADI TV Households | 51,000 |
| Survey Area TV Households | 348,900 |

**WBBJ-TV** Jackson, Tenn., ch. 7, ABC
***WLJT-TV** Lexington, Tenn., ch. 11, ETV

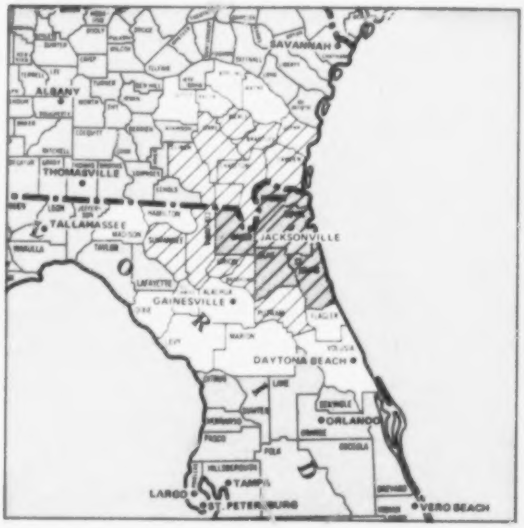
| ADI Counties | State | TV Households |
|---|---|---|
| Carroll | TN | 10,100 |
| Hardin | TN | 7,400 |
| Henderson | TN | 7,400 |
| Madison | TN | 26,100 |
| **Women** | | **55,800** |
| **Men** | | **48,500** |
| **Teens** | | **14,300** |
| **Children** | | **20,800** |

## Jacksonville, Fla. (66)

| | |
|---|---|
| ADI TV Households | 330,800 |
| Survey Area TV Households | 532,800 |

**WJXT** Jacksonville, Fla., ch. 4, CBS
***WJCT** Jacksonville, Fla., ch. 7, ETV
***WXGA-TV** Waycross, Ga., ch. 8, ETV
**WTLV** Jacksonville, Fla., ch. 12, NBC
**WJKS-TV** Jacksonville, Fla., ch. 17, ABC
**WXAO-TV** Jacksonville, Fla., ch. 47, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Baker | FL | 3,800 |
| Bradford | FL | 5,400 |
| Clay | FL | 18,300 |
| Columbia | FL | 10,100 |
| Duval | FL | 198,700 |
| Nassau | FL | 10,400 |
| Putnam | FL | 16,400 |
| St. Johns | FL | 16,200 |
| Suwannee | FL | 6,800 |
| Union | FL | 2,400 |
| Brantley | GA | 2,600 |
| Camden | GA | 3,800 |
| Charlton | GA | 2,000 |
| Clinch | GA | 1,800 |
| Glynn | GA | 16,000 |
| Pierce | GA | 3,600 |
| Ware | GA | 12,500 |
| **Women** | | **349,800** |
| **Men** | | **323,100** |
| **Teens** | | **104,000** |
| **Children** | | **148,400** |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GAINESVILLE
DAYTONA BEACH
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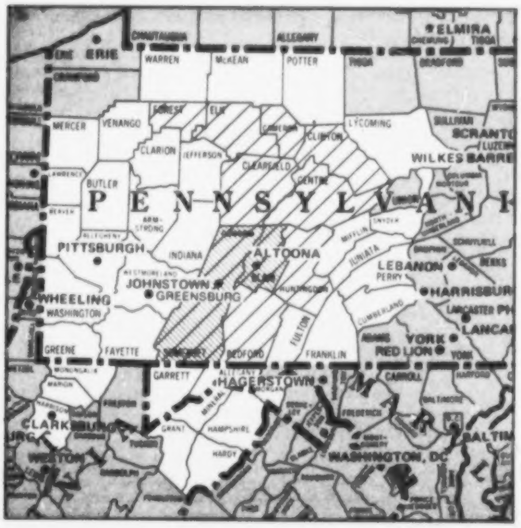
ST. PETERSBURG
VERO BEACH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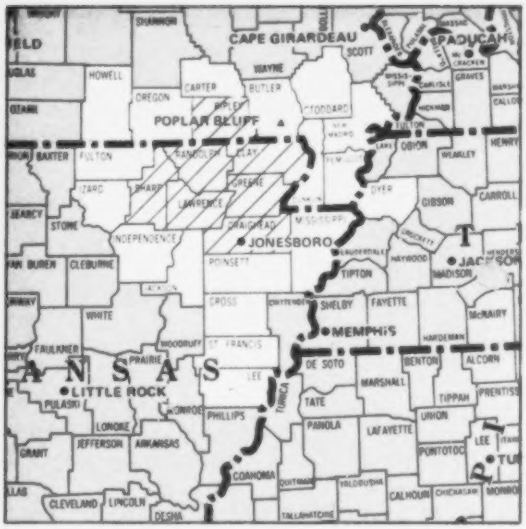
McKEAN
POTTER
TIOGA
MERCER
VENANGO
FOREST
ELK
CAMERON
CLINTON
LYCOMING
CLARION
JEFFERSON
CLEARFIELD
CENTRE
SCRANTON
WILKES BARRE
BUTLER
P E N N S Y L V A N I
PITTSBURGH
INDIANA
ALTOONA
BLAIR
HUNTINGDON
JUNIATA
LEBANON
HARRISBURG
LANCASTER
JOHNSTOWN
GREENSBURG
WHEELING
WASHINGTON
GREENE
FAYETTE
SOMERSET
BEDFORD
FULTON
FRANKLIN
YORK
RED LION
GARRETT
HAGERSTOWN
CLARKSBURG
WESTON
WASHINGTON, DC
BALTIM

## Johnstown-Altoona, Pa. (78)

| | |
|---|---|
| ADI TV Households | 259,400 |
| Survey Area TV Households | 1,686,500 |

***WPSX-TV** Clearfield, Pa., ch. 3, ETV
**WJAC-TV** Johnstown, Pa., ch. 6, NBC
**WTAJ-TV** Altoona, Pa., ch. 10, CBS
**WJNL-TV** Johnstown, Pa., ch. 19, CBS
**WOPC** Altoona, Pa., ch. 38, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Bedford | PA | 15,100 |
| Blair | PA | 47,900 |
| Cambria | PA | 64,900 |
| Cameron | PA | 2,700 |
| Centre | PA | 33,100 |
| Clearfield | PA | 27,900 |
| Clinton | PA | 12,800 |
| Elk | PA | 11,500 |
| Forest | PA | 1,800 |
| Huntingdon | PA | 12,800 |
| Somerset | PA | 28,900 |
| **Women** | | **284,800** |
| **Men** | | **261,800** |
| **Teens** | | **77,900** |
| **Children** | | **103,400** |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SCOTT
SHANNON
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OREGON
CARTER
WAYNE
BUTLER
RIPLEY
STODDARD
POPLAR BLUFF
FULTON
BAXTER
RANDOLPH
CLAY
OBION
HENRY
IZARD
SHARP
GREENE
LAWRENCE
DYER
GIBSON
CARROLL
STONE
INDEPENDENCE
CRAIGHEAD
MISSISSIPPI
JONESBORO
CLEBURNE
POINSETT
TIPTON
JACKSON
MADISON
WHITE
CROSS
CRITTENDEN
SHELBY
FAYETTE
MEMPHIS
WOODRUFF
ST. FRANCIS
FAULKNER
PRAIRIE
LEE
DE SOTO
MARSHALL
BENTON
ALCORN
ANSAS
LITTLE ROCK
PULASKI
MONROE
PHILLIPS
TUNICA
TATE
TIPPAH
PRENTISS
LONOKE
PANOLA
UNION
JEFFERSON
ARKANSAS
LAFAYETTE
PONTOTOC
LEE
GRANT
COAHOMA
CALHOUN
CLEVELAND
LINCOLN
DESHA

## Jonesboro, Ark. (173)

| | | |
|---|---|---|
| ADI TV Households | | 64,500 |
| Survey Area TV Households | | 214,100 |

**KAIT-TV** Jonesboro, Ark., ch. 8, ABC
***KTEJ** Jonesboro, Ark., ch. 19, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Clay | AR | 7,500 |
| Craighead | AR | 22,200 |
| Greene | AR | 11,500 |
| Lawrence | AR | 7,400 |
| Randolph | AR | 6,100 |
| Sharp | AR | 4,800 |
| Ripley | MO | 5,000 |

| | |
|---|---|
| **Women** | **67,500** |
| **Men** | **61,200** |
| **Teens** | **18,300** |
| **Children** | **24,300** |

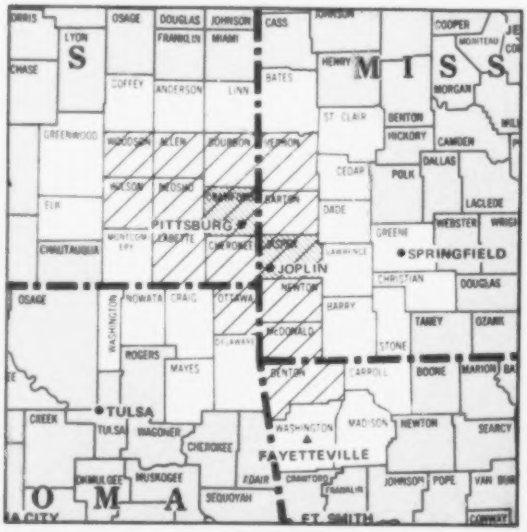
## Joplin, Mo.-Pittsburg, Kan. (112)

| | |
|---|---|
| ADI TV Households | 159,300 |
| Survey Area TV Households | 385,800 |

**KOAM-TV** Pittsburg, Kan., ch. 7, NBC
**KODE-TV** Joplin, Mo., ch. 12, ABC
**KTVJ** Joplin, Mo., ch. 16, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Benton | AR | 23,300 |
| Allen | KS | 6,000 |
| Bourbon | KS | 6,900 |
| Cherokee | KS | 8,600 |
| Crawford | KS | 14,800 |
| Labette | KS | 10,200 |
| Neosho | KS | 7,200 |
| Wilson | KS | 4,900 |
| Woodson | KS | 1,700 |
| Barton | MO | 4,400 |
| Jasper | MO | 32,100 |
| McDonald | MO | 5,700 |
| Newton | MO | 13,800 |
| Vernon | MO | 7,200 |
| Ottawa | OK | 12,500 |

| | |
|---|---|
| **Women** | **163,300** |
| **Men** | **142,300** |
| **Teens** | **39,800** |
| **Children** | **53,400** |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CASS
JOHNSON
COOPER
LYON
FRANKLIN
MIAMI
S
CHASE
MISS
COFFEY
ANDERSON
LINN
BATES
HENRY
MORGAN
ST. CLAIR
BENTON
HICKORY
CAMDEN
GREENWOOD
WOODSON
ALLEN
BOURBON
VERNON
CEDAR
POLK
DALLAS
WILSON
NEOSHO
CRAWFORD
BARTON
DADE
LACLEDE
ELK
WEBSTER
CHAUTAUQUA
MONTGOMERY
LABETTE
PITTSBURG
CHEROKEE
JASPER
GREENE
SPRINGFIELD
JOPLIN
LAWRENCE
CHRISTIAN
DOUGLAS
OSAGE
NOWATA
CRAIG
OTTAWA
NEWTON
BARRY
WASHINGTON
TANEY
OZARK
DELAWARE
McDONALD
STONE
ROGERS
MAYES
BENTON
CARROLL
BOONE
MARION
CREEK
TULSA
WASHINGTON
MADISON
NEWTON
SEARCY
TULSA
WAGONER
CHEROKEE
FAYETTEVILLE
OKMULGEE
MUSKOGEE
ADAIR
CRAWFORD
FRANKLIN
JOHNSON
POPE
VAN BUREN
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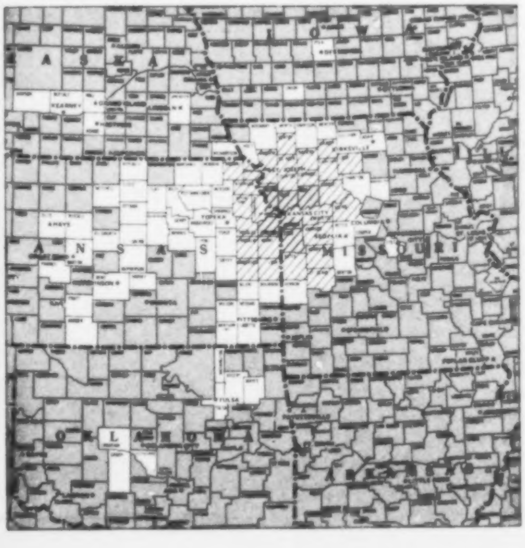
SEQUOYAH
FT. SMITH


IOWA
ASKA
ANSAS
MISSOURI
OKLAHOMA

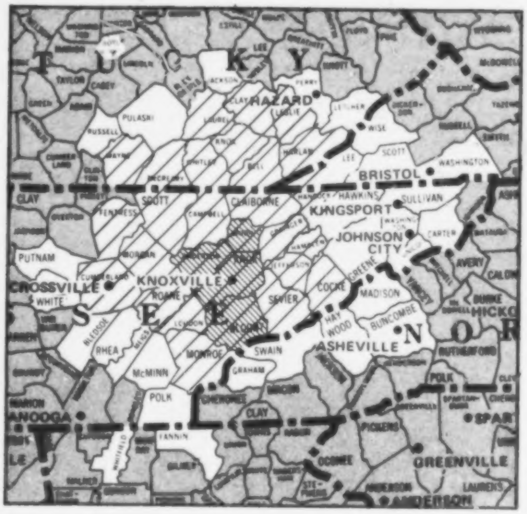
## Kansas City, Mo. (27)

| | |
|---|---|
| ADI TV Households | 652,800 |
| Survey Area TV Households | 1,510,400 |

**WDAF-TV** Kansas City, Mo., ch. 4, NBC
**KCMO-TV** Kansas City, Mo., ch. 5, CBS
**KMBC-TV** Kansas City, Mo., ch. 9, ABC
***KCPT** Kansas City, Mo., ch. 19, ETV
**KBMA-TV** Kansas City, Mo., ch. 41, IND
**KYFC** Kansas City, Mo., ch. 50, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Anderson | KS | 3,100 |
| Atchison | KS | 6,700 |
| Brown | KS | 4,700 |
| Doniphan | KS | 3,300 |
| Douglas | KS | 22,000 |
| Franklin | KS | 8,300 |
| Johnson | KS | 87,000 |
| Leavenworth | KS | 16,700 |
| Linn | KS | 3,700 |
| Miami | KS | 7,800 |
| Wyandotte | KS | 64,300 |
| Andrew | MO | 5,300 |
| Bates | MO | 6,400 |
| Caldwell | MO | 3,700 |
| Carroll | MO | 4,600 |
| Cass | MO | 16,300 |
| Clay | MO | 47,300 |
| Clinton | MO | 5,400 |
| Daviess | MO | 3,400 |
| DeKalb | MO | 2,800 |
| Grundy | MO | 4,200 |
| Henry | MO | 7,800 |
| Jackson | MO | 241,800 |
| Johnson | MO | 11,300 |
| Lafayette | MO | 11,000 |
| Linn | MO | 6,400 |
| Livingston | MO | 6,100 |
| Platte | MO | 14,200 |
| Ray | MO | 6,700 |
| Saline | MO | 8,000 |
| St. Clair | MO | 4,000 |

| | |
|---|---|
| **Women** | **676,000** |
| **Men** | **609,200** |
| **Teens** | **181,100** |
| **Children** | **251,200** |


KENTUCKY
HAZARD
BRISTOL
KINGSPORT
JOHNSON CITY
CROSSVILLE
KNOXVILLE
ASHEVILLE
TENNESSEE
NORTH CAROLINA
GREENVILLE
ANDERSON
CHATTANOOGA

## Knoxville, Tenn. (59)

| | |
|---|---|
| ADI TV Households | 367,900 |
| Survey Area TV Households | 734,800 |

***WSJK-TV** Sneedville, Tenn., ch. 2, ETV
**WATE-TV** Knoxville, Tenn., ch. 6, ABC
**WBIR-TV** Knoxville, Tenn., ch. 10, CBS
**WTVK** Knoxville, Tenn., ch. 26, IND
***WKSO** Somerset, Ky., ch. 29, ETV
**WCPT-TV** Crossville, Tenn., ch. 55, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Bell | KY | 10,500 |
| Clay | KT | 6,000 |
| Harlan | KY | 13,600 |
| Knox | KY | 9,500 |
| Laurel | KY | 11,100 |
| Leslie | KY | 3,700 |
| McCreary | KY | 4,600 |
| Wayne | KY | 5,200 |
| Whitley | KY | 11,000 |
| Anderson | TN | 23,100 |
| Blount | TN | 26,400 |
| Campbell | TN | 11,500 |
| Claiborne | TN | 8,900 |
| Cocke | TN | 9,200 |
| Cumberland | TN | 8,600 |
| Fentress | TN | 4,200 |
| Grainger | TN | 5,400 |
| Hamblen | TN | 15,500 |
| Jefferson | TN | 10,300 |
| Knox | TN | 106,000 |
| Loudon | TN | 9,700 |
| Monroe | TN | 8,900 |
| Morgan | TN | 4,800 |
| Roane | TN | 16,000 |
| Scott | TN | 5,200 |
| Sevier | TN | 12,900 |
| Union | TN | 3,700 |

| | |
|---|---|
| **Women** | **404,800** |
| **Men** | **382,700** |
| **Teens** | **114,700** |
| **Children** | **159,600** |

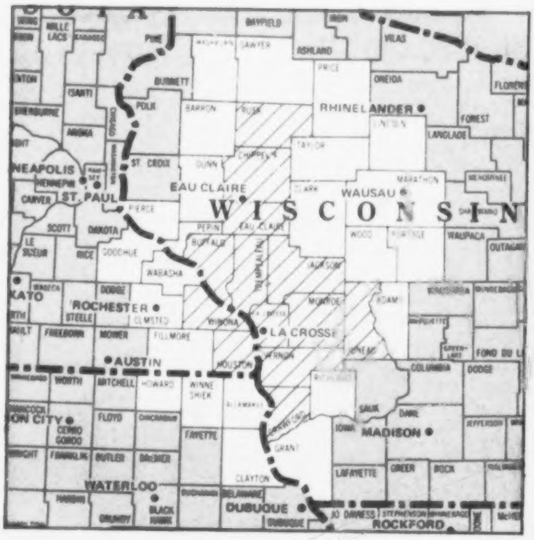
## La Crosse-Eau Claire, Wis. (123)

| | |
|---|---|
| ADI TV Households | 149,000 |
| Survey Area TV Households | 393,200 |

**WKBT** La Crosse, Wis., ch. 8, CBS
**WEAU-TV** Eau Claire, Wis., ch. 13, NBC
**WQOW** Eau Claire, Wis., ch. 18, IND
**WXOW-TV** La Crosse, Wis., ch. 19, ABC
***WHLA-TV** La Crosse, Wis., ch. 31, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Houston | MN | 5,800 |
| Winona | MN | 14,800 |
| Buffalo | WI | 4,800 |
| Chippewa | WI | 15,400 |
| Crawford | WI | 5,800 |
| Eau Claire | WI | 25,400 |
| Jackson | WI | 5,400 |
| Juneau | WI | 7,200 |
| La Crosse | WI | 30,500 |
| Monroe | WI | 11,300 |
| Rusk | WI | 5,100 |
| Trempealeau | WI | 8,700 |
| Vernon | WI | 8,800 |

| | |
|---|---|
| **Women** | **162,500** |
| **Men** | **151,900** |
| **Teens** | **48,900** |
| **Children** | **50,800** |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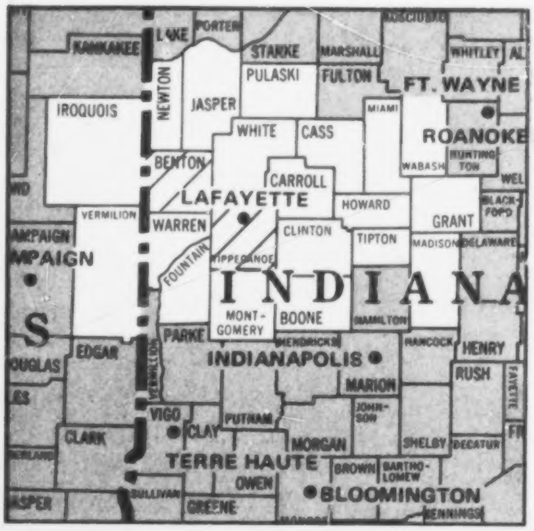
VILAS
ONEIDA
RHINELANDER
FOREST
LANGLADE
BURNETT
POLK
BARRON
RUSK
TAYLOR
ST. CROIX
DUNN
CHIPPEWA
EAU CLAIRE
WAUSAU
MARATHON
MINNEAPOLIS
ST. PAUL
PIERCE
WISCONSIN
DAKOTA
GOODHUE
WABASHA
PEPIN
BUFFALO
WOOD
PORTAGE
WAUPACA
ROCHESTER
OLMSTED
WINONA
LA CROSSE
MONROE
JUNEAU
ADAMS
FILLMORE
HOUSTON
VERNON
AUSTIN
MOWER
MITCHELL
HOWARD
WINNESHIEK
ALLAMAKEE
CRAWFORD
RICHLAND
SAUK
COLUMBIA
DODGE
FLOYD
FAYETTE
GRANT
IOWA
MADISON
DANE
JEFFERSON
WATERLOO
BLACK HAWK
CLAYTON
DUBUQUE
LAFAYETTE
GREEN
ROCK
JO DAVIESS
STEPHENSON
ROCKFORD


KANKAKEE
LAKE
PORTER
STARKE
MARSHALL
KOSCIUSKO
WHITLEY
PULASKI
FULTON
FT. WAYNE
NEWTON
JASPER
IROQUOIS
MIAMI
WHITE
CASS
ROANOKE
BENTON
WABASH
HUNTINGTON
CARROLL
LAFAYETTE
HOWARD
VERMILION
WARREN
CLINTON
TIPTON
GRANT
FOUNTAIN
TIPPECANOE
MADISON
DELAWARE
CHAMPAIGN
INDIANA
MONTGOMERY
BOONE
HAMILTON
PARKE
HENDRICKS
HANCOCK
HENRY
EDGAR
INDIANAPOLIS
RUSH
MARION
VIGO
CLAY
PUTNAM
JOHNSON
SHELBY
DECATUR
CLARK
MORGAN
TERRE HAUTE
BROWN
BARTHOLOMEW
OWEN
SULLIVAN
GREENE
BLOOMINGTON
JENNINGS

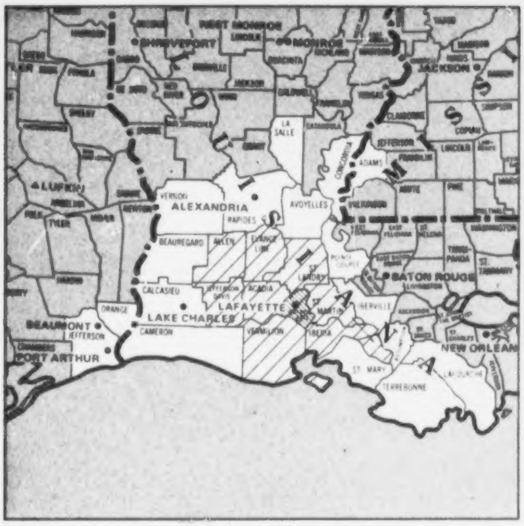
## Lafayette, Ind. (191)

| | |
|---|---|
| ADI TV Households | 39,700 |
| Survey Area TV Households | 319,900 |

**WLFI-TV** Lafayette, Ind., ch. 18, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Benton | IN | 3,600 |
| Tippecanoe | IN | 36,100 |

| | |
|---|---|
| **Women** | **44,400** |
| **Men** | **47,100** |
| **Teens** | **10,000** |
| **Children** | **16,500** |


SHREVEPORT
MONROE
JACKSON
LUFKIN
ALEXANDRIA
LAFAYETTE
LAKE CHARLES
BEAUMONT
PORT ARTHUR
BATON ROUGE
NEW ORLEANS

## Lafayette, La. (115)

| | |
|---|---|
| ADI TV Households | 156,000 |
| Survey Area TV Households | 495,800 |

**KATC** Lafayette, La., ch. 3, ABC
**KLFY-TV** Lafayette, La., ch. 10, CBS
**KADN** Lafayette, La., ch. 15, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Acadia | LA | 16,600 |
| Allen | LA | 6,300 |
| Evangeline | LA | 10,100 |
| Iberia | LA | 20,600 |
| Jefferson Davis | LA | 9,700 |
| Lafayette | LA | 43,100 |
| St. Landry | LA | 24,200 |
| St. Martin | LA | 10,200 |
| Vermillion | LA | 15,200 |

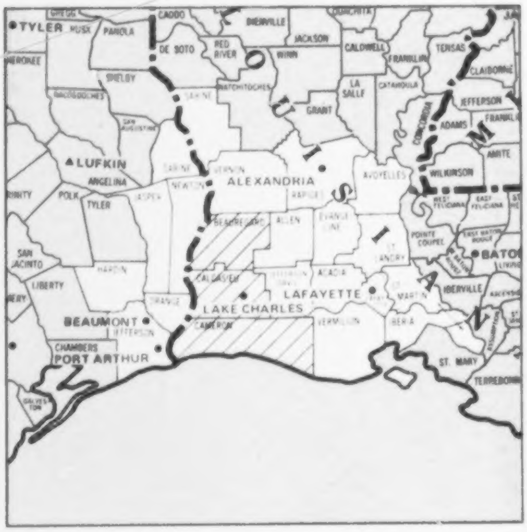
| | |
|---|---|
| **Women** | **173,200** |
| **Men** | **158,700** |
| **Teens** | **60,900** |
| **Children** | **87,000** |

## Lake Charles, La. (172)

| | |
|---|---|
| ADI TV Households | 64,700 |
| Survey Area TV Households | 421,700 |

| ADI Counties | State | TV Households |
|---|---|---|
| Beauregard | LA | 8,680 |
| Calcasieu | LA | 52,900 |
| Cameron | LA | 3,000 |

| | |
|---|---|
| **Women** | **68,200** |
| **Men** | **63,100** |
| **Teens** | **23,100** |
| **Children** | **32,400** |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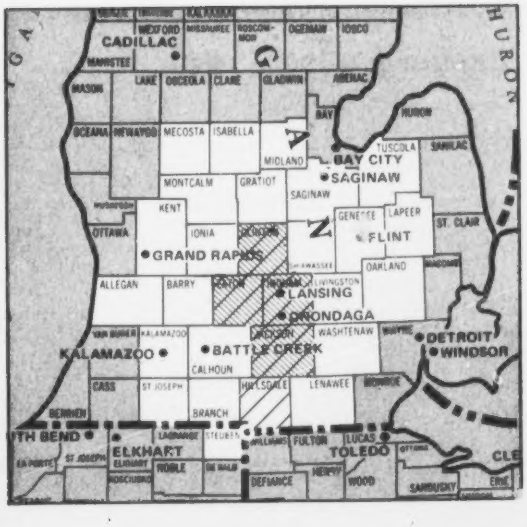
LUFKIN
ALEXANDRIA
LAFAYETTE
LAKE CHARLES
BEAUMONT
PORT ARTHUR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BAY CITY
SAGINAW
FLINT
GRAND RAPIDS
LANSING
ONONDAGA
KALAMAZOO
BATTLE CREEK
DETROIT
WINDSOR
ELKHART
TOLEDO

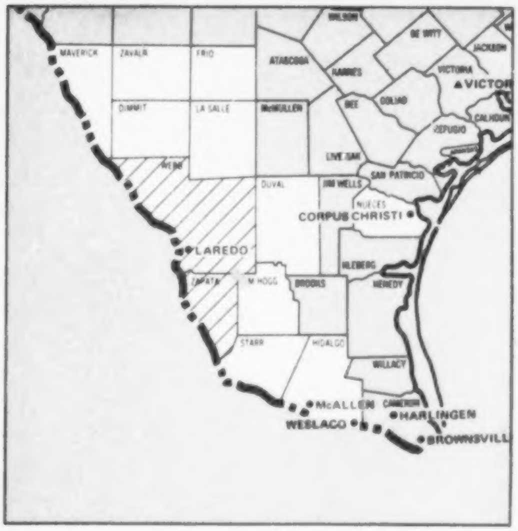
## Lansing, Mich. (91)

| | |
|---|---|
| ADI TV Households | 205,300 |
| Survey Area TV Households | 1,360,900 |

**WJIM-TV** Lansing, Mich., ch. 6, CBS
**WILX-TV** Onondaga, Mich., ch. 10, NBC
***WKAR-TV** East Lansing, Mich., ch. 23, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Clinton | MI | 18,200 |
| Eaton | MI | 28,100 |
| Hillsdale | MI | 14,600 |
| Ingham | MI | 93,200 |
| Jackson | MI | 51,200 |

| | |
|---|---|
| **Women** | **217,600** |
| **Men** | **212,800** |
| **Teens** | **61,600** |
| **Children** | **88,600** |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FRIO
ATASCOSA
WILSON
DE WITT
JACKSON
VICTORIA
VICTOR
KARNES
DIMMIT
LA SALLE
McMULLEN
BEE
GOLIAD
REFUGIO
CALHOUN
LIVE OAK
SAN PATRICIO
WEBB
DUVAL
JIM WELLS
NUECES
CORPUS CHRISTI
LAREDO
ZAPATA
JIM HOGG
BROOKS
KLEBERG
KENEDY
STARR
HIDALGO
WILLACY
CAMERON
McALLEN
HARLINGEN
WESLACO
BROWNSVILL

## Laredo, Tex. (204)

| | |
|---|---|
| ADI TV Households | 24,800 |
| Survey Area TV Households | 191,000 |

**KGNS-TV** Laredo, Tex., ch. 8, NBC (ABC)
**KVTV** Laredo, Tex., ch. 13, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Webb | TX | 24,800 |
| Zapata | TX | 1,800 |

| | |
|---|---|
| **Women** | **30,600** |
| **Men** | **25,300** |
| **Teens** | **10,800** |
| **Children** | **21,000** |

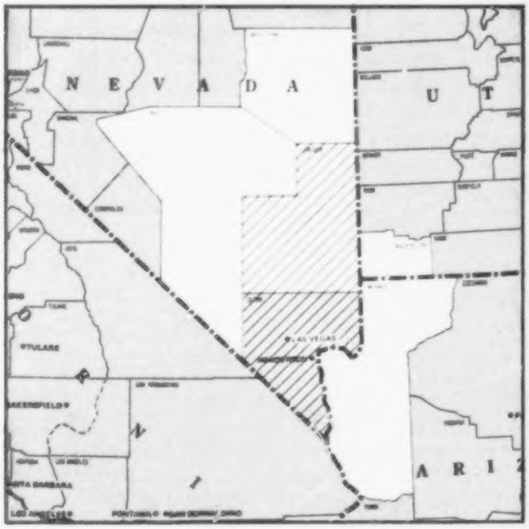
## Las Vegas (126)

| | |
|---|---|
| ADI TV Households | 141,200 |
| Survey Area TV Households | 155,500 |

**KVBC** Las Vegas, ch. 3, NBC
**KVVU-TV** Henderson, Nev., ch. 5, IND
**KLAS-TV** Las Vegas, ch. 8, CBS
***KLVX** Las Vegas, ch. 10, ETV
**KSHO-TV** Las Vegas, ch. 13, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Clark | NV | 140,100 |
| Lincoln | NV | 1,000 |

| | |
|---|---|
| **Women** | **132,900** |
| **Men** | **137,000** |
| **Teens** | **40,700** |
| **Children** | **82,400** |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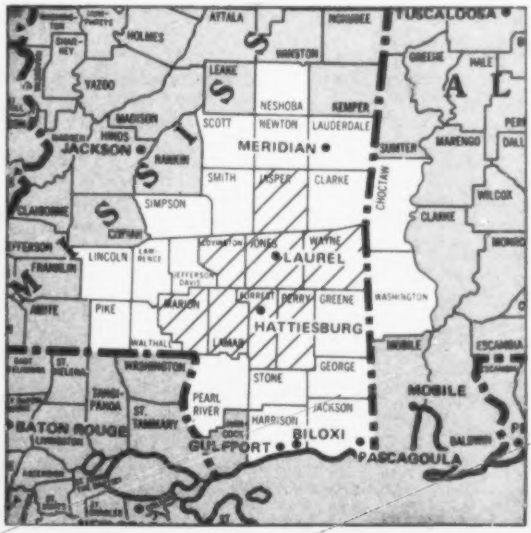
UT
TULARE
BAKERSFIELD
SANTA BARBARA
LOS ANGELES
LAS VEGAS
ARI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HOLMES
YAZOO
WINSTON
NOXUBEE
TUSCALOOSA
LEAKE
NESHOBA
KEMPER
GREENE
HALE
MADISON
HINDS
JACKSON
RANKIN
SCOTT
NEWTON
LAUDERDALE
MERIDIAN
SUMTER
MARENGO
SMITH
JASPER
CLARKE
CHOCTAW
SIMPSON
COPIAH
CLAIBORNE
JEFFERSON
FRANKLIN
LINCOLN
LAWRENCE
COVINGTON
JONES
WAYNE
LAUREL
JEFFERSON DAVIS
AMITE
PIKE
MARION
FORREST
PERRY
GREENE
WASHINGTON
WALTHALL
LAMAR
HATTIESBURG
MOBILE
WASHINGTON
TANGIPAHOA
ST. TAMMANY
PEARL RIVER
STONE
GEORGE
HARRISON
JACKSON
HANCOCK
BATON ROUGE
GULFPORT
BILOXI
PASCAGOULA
MOBILE
BALDWIN
ESCAMBIA
WILCOX
CLARKE
MONROE
M
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A
L

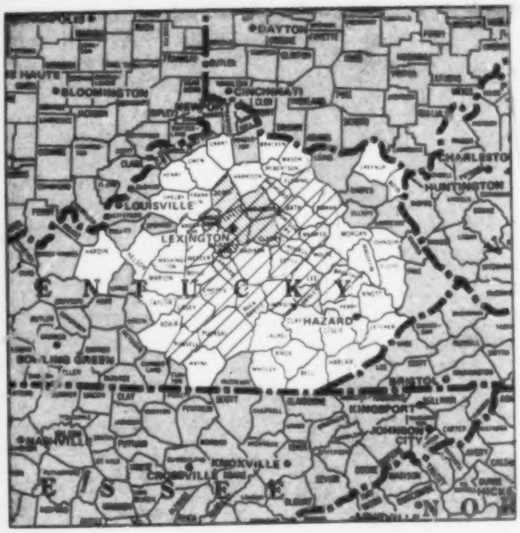
## Laurel-Hattiesburg, Miss. (168)

| | |
|---|---|
| ADI TV Households | 75,400 |
| Survey Area TV Households | 292,100 |

**WDAM-TV** Laurel-Hattiesburg, Miss., ch. 7, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Covington | MS | 4,700 |
| Forrest | MS | 21,700 |
| Jasper | MS | 5,100 |
| Jones | MS | 20,600 |
| Lamar | MS | 6,900 |
| Marion | MS | 7,500 |
| Perry | MS | 3,000 |
| Wayne | MS | 5,500 |

| | |
|---|---|
| **Women** | **82,600** |
| **Men** | **73,000** |
| **Teens** | **25,200** |
| **Children** | **37,000** |


DAYTON
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BLOOMINGTON
HAUTE
CHARLESTON
HUNTINGTON
LOUISVILLE
LEXINGTON
KENTUCKY
HAZARD
BOWLING GREEN
BRISTOL
KINGSPORT
JOHNSON CITY
NASHVILLE
KNOXVILLE
TENNESSEE

## Lexington, Ky. (89)

| | |
|---|---|
| ADI TV Households | 216,400 |
| Survey Area TV Households | 453,600 |

**WLEX-TV** Lexington, Ky., ch. 18, NBC
**WKYT-TV** Lexington, Ky., ch. 27, CBS
***WKHA** Hazard, Ky., ch. 35, ETV
***WKMR** Morehead, Ky., ch. 38, ETV
***WKLE** Lexington, Ky., ch. 46, ETV
**WKYH-TV** Hazard, Ky., ch. 57, NBC
**WTVQ-TV** Lexington, Ky., ch. 62, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Anderson | KY | 4,300 |
| Bath | KY | 3,200 |
| Bourbon | KY | 6,700 |
| Boyle | KY | 8,100 |
| Breathitt | KY | 4,800 |
| Casey | KY | 4,500 |
| Clark | KY | 9,300 |
| Estill | KY | 4,400 |
| Fayette | KY | 65,700 |
| Fleming | KY | 4,100 |
| Garrard | KY | 3,300 |
| Jackson | KY | 3,100 |
| Jessamine | KY | 8,500 |
| Lee | KY | 2,300 |
| Lincoln | KY | 6,300 |
| Madison | KY | 15,000 |
| Menifee | KY | 1,400 |
| Mercer | KY | 6,200 |
| Montgomery | KY | 6,100 |
| Nicholas | KY | 2,400 |
| Owsley | KY | 1,600 |
| Powell | KY | 2,600 |
| Pulaski | KY | 15,200 |
| Rockcastle | KY | 3,800 |
| Rowan | KY | 4,600 |
| Russell | KY | 4,000 |
| Scott | KY | 6,900 |
| Wolfe | KY | 2,000 |
| Woodford | KY | 6,000 |

| | |
|---|---|
| **Women** | **242,500** |
| **Men** | **222,200** |
| **Teens** | **62,800** |
| **Children** | **96,200** |

## Hazard, Ky. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

***WKHA** Hazard, Ky., ch. 35, ETV
**WKYH-TV** Hazard, Ky., ch. 57, NBC

| | |
|---|---|
| Home county | Perry |
| TV Households | 8,600 |

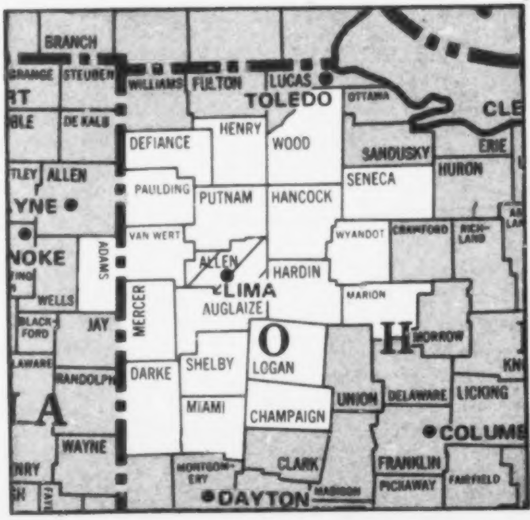
## Lima, Ohio (195)

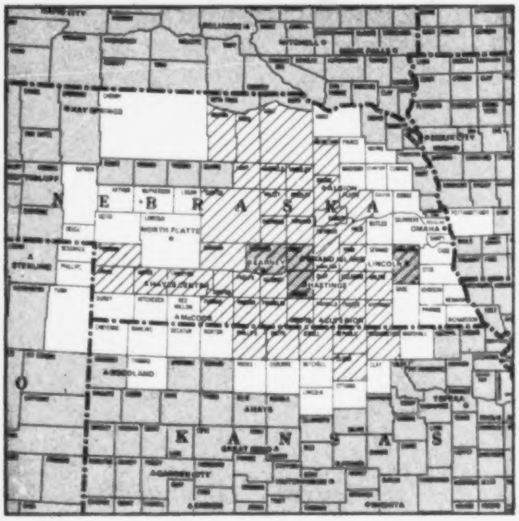
| | |
|---|---|
| ADI TV Households | 35,200 |
| Survey Area TV Households | 302,800 |

**WLIO** Lima, Ohio, ch. 35, NBC (ABC)
***WBGU-TV** Lima, Ohio, ch. 57, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Allen | OH | 35,200 |

| | |
|---|---|
| **Women** | **37,800** |
| **Men** | **33,800** |
| **Teens** | **11,400** |
| **Children** | **16,200** |


BRANCH
STEUBEN
WILLIAMS
FULTON
LUCAS
TOLEDO
OTTAWA
DE KALB
DEFIANCE
HENRY
WOOD
SANDUSKY
ERIE
HURON
ALLEN
PAULDING
PUTNAM
HANCOCK
SENECA
VAN WERT
WYANDOT
CRAWFORD
RICHLAND
ADAMS
ALLEN
LIMA
HARDIN
WELLS
MERCER
AUGLAIZE
MARION
JAY
OHIO
MORROW
DARKE
SHELBY
LOGAN
RANDOLPH
MIAMI
CHAMPAIGN
UNION
DELAWARE
LICKING
WAYNE
CLARK
FRANKLIN
COLUMBUS
MONTGOMERY
DAYTON
MADISON
PICKAWAY
FAIRFIELD



## Lincoln-Hastings-Kearney, Neb. (85)

| | |
|---|---|
| ADI TV Households | 292,200 |
| Survey Area TV Households | 579,000 |

***KLNE-TV** Lexington, Neb., ch. 3, ETV
**KHAS-TV** Hastings, Neb., ch. 5, NBC
**KMNE-TV** Bassett, Neb., ch. 7, ETV
**KOLN-TV** Lincoln, Neb., ch. 10, CBS
**KGIN-TV** Grand Island, Neb., ch. 11, satellite to KOLN-TV
***KUON-TV** Lincoln, Neb., ch. 12, ETV
**KHGI-TV** Kearney, Neb., ch. 13, ABC
**KSNB-TV** Superior, Neb., ch. 4, satellite to KHGI-TV
**KWNB-TV** Hayes Center, Neb., ch. 6, satellite to KHGI-TV
**KCNA-TV** Albion, Neb., ch. 8, satellite to KHGI-TV
***KHNE-TV** Hastings, Neb., ch. 29, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Cloud | KS | 4,900 |
| Jewell | KS | 2,200 |
| Phillips | KS | 3,000 |
| Republic | KS | 3,300 |
| Smith | KS | 2,300 |
| Washington | KS | 3,600 |
| Adams | NE | 11,200 |
| Antelope | NE | 3,300 |
| Boone | NE | 2,900 |
| Brown | NE | 1,400 |
| Buffalo | NE | 11,400 |
| Chase | NE | 1,800 |
| Clay | NE | 3,300 |
| Custer | NE | 5,300 |
| Dawson | NE | 8,500 |
| Fillmore | NE | 3,000 |
| Franklin | NE | 1,800 |
| Frontier | NE | 1,300 |
| Furnas | NE | 2,500 |
| Garfield | NE | 1,100 |
| Gosper | NE | 800 |
| Greeley | NE | 1,100 |
| Hall | NE | 17,600 |
| Hamilton | NE | 3,100 |
| Harlan | NE | 1,900 |
| Hayes | NE | 500 |
| Holt | NE | 4,400 |
| Howard | NE | 2,500 |
| Jefferson | NE | 4,200 |
| Kearney | NE | 2,700 |
| Lancaster | NE | 67,100 |
| Loup | NE | 400 |
| Merrick | NE | 3,100 |
| Nance | NE | 1,700 |
| Nuckolls | NE | 2,300 |
| Perkins | NE | 1,200 |
| Phelps | NE | 4,000 |
| Platte | NE | 9,600 |
| Polk | NE | 2,300 |
| Rock | NE | 700 |
| Saline | NE | 5,300 |
| Sherman | NE | 1,500 |
| Thayer | NE | 3,100 |
| Valley | NE | 2,200 |
| Webster | NE | 2,200 |
| Wheeler | NE | 300 |
| York | NE | 5,400 |

| | |
|---|---|
| **Women** | **236,000** |
| **Men** | **216,300** |
| **Teens** | **62,600** |
| **Children** | **81,700** |

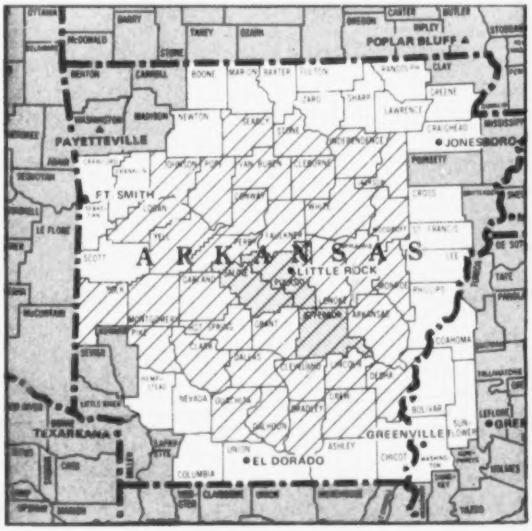
## Little Rock, Ark. (55)

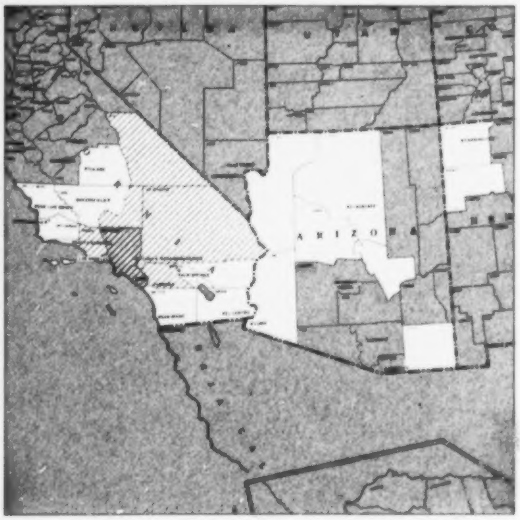
| | |
|---|---|
| ADI TV Households | 388,700 |
| Survey Area TV Households | 647,500 |

***KETS** Little Rock, Ark., ch. 2, ETV
**KARK-TV** Little Rock, Ark., ch. 4, NBC
***KEMV** Mountain View, Ark., ch. 6, ETV
**KATV** Little Rock, Ark., ch. 7, ABC
**KETG** Arkadelphia, Ark., ch 9, ETV
**KTHV** Little Rock, Ark., ch. 11, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Arkansas | AR | 7,700 |
| Bradley | AR | 4,500 |
| Calhoun | AR | 1,700 |
| Clark | AR | 7,600 |
| Cleburne | AR | 5,800 |
| Cleveland | AR | 2,500 |
| Conway | AR | 8,500 |
| Dallas | AR | 3,300 |
| Desha | AR | 5,400 |
| Drew | AR | 5,200 |
| Faulkner | AR | 12,500 |
| Garland | AR | 26,300 |
| Grant | AR | 4,300 |
| Hot Spring | AR | 8,300 |
| Independence | AR | 9,900 |
| Jackson | AR | 7,600 |
| Jefferson | AR | 26,700 |
| Johnson | AR | 6,000 |
| Lincoln | AR | 3,400 |
| Lonoke | AR | 10,700 |
| Monroe | AR | 4,900 |
| Montgomery | AR | 2,600 |
| Ouachita | AR | 9,900 |
| Perry | AR | 2,600 |
| Pike | AR | 3,100 |
| Polk | AR | 5,900 |
| Pope | AR | 12,500 |
| Prairie | AR | 3,600 |
| Pulaski | AR | 118,000 |
| Saline | AR | 15,600 |
| Searcy | AR | 3,100 |
| Stone | AR | 2,500 |
| Van Buren | AR | 4,000 |
| White | AR | 16,800 |
| Woodruff | AR | 3,600 |
| Yell | AR | 5,900 |

| | |
|---|---|
| **Women** | **411,800** |
| **Men** | **373,000** |
| **Teens** | **116,500** |
| **Children** | **169,200** |





## Los Angeles (2)

| | |
|---|---|
| ADI TV Households | 4,050,700 |
| Survey Area TV Households | 5,028,100 |

**KNXT** Los Angeles, ch. 2, CBS
**KNBC** Los Angeles, ch. 4, NBC
**KTLA** Los Angeles, ch. 5, IND
**KABC-TV** Los Angeles, ch. 7, ABC
**KHJ-TV** Los Angeles, ch. 9, IND
**KTTV** Los Angeles, ch. 11, IND
**KCOP** Los Angeles, ch. 13, IND
**KSCI** San Bernardino, Calif., ch. 18, IND
**KWHY-TV** Los Angeles, ch. 22, IND
***KVCR-TV** San Bernardino, Calif., ch. 24, ETV
***KCET** Los Angeles, ch. 28, ETV
**KHOF-TV** San Bernardino, Calif., ch. 30, IND
**KMEX-TV** Los Angeles, ch. 34, IND
**KTBN-TV** Fontana, Calif., ch. 40, IND
***KOCE-TV** Huntington Beach, Calif., ch. 50, ETV
**KBSC-TV** Corona, Calif., ch. 52, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Inyo | CA | 6,600 |
| Kern East | CA | 19,000 |
| Los Angeles | CA | 2,701,700 |
| Orange | CA | 700,500 |
| Riverside West | CA | 172,100 |
| San Bernardino | CA | 283,000 |
| Ventura | CA | 167,800 |

| | |
|---|---|
| **Women** | **3,991,600** |
| **Men** | **3,643,500** |
| **Teens** | **1,048,900** |
| **Children** | **1,485,200** |

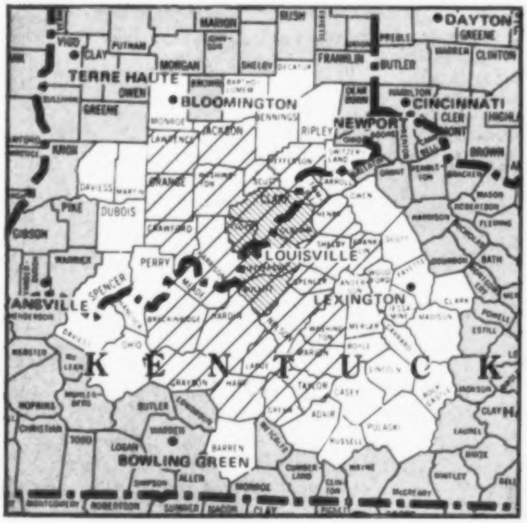
## Louisville, Ky. (43)

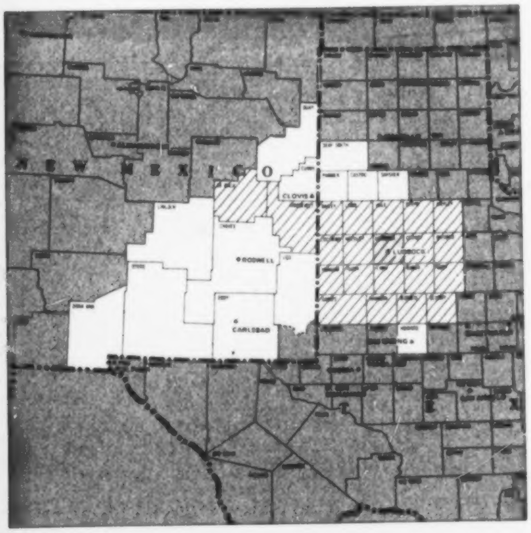
| | |
|---|---|
| ADI TV Households | 473,400 |
| Survey Area TV Households | 796,500 |

**WAVE-TV** Louisville, Ky., ch. 3, NBC
**WHAS-TV** Louisville, Ky., ch. 11, CBS
***WKPC-TV** Louisville, Ky., ch. 15, ETV
***WKZT** Elizabethtown, Ky., ch. 23, ETV
**WLKY-TV** Louisville, Ky., ch. 32, ABC
**WDRB-TV** Louisville, Ky., ch. 41, IND
***WKMJ** Louisville, Ky., ch. 68, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Clark | IN | 29,000 |
| Crawford | IN | 3,200 |
| Floyd | IN | 20,300 |
| Harrison | IN | 8,300 |
| Jackson | IN | 11,900 |
| Jefferson | IN | 8,700 |
| Lawrence | IN | 14,800 |
| Orange | IN | 6,000 |
| Scott | IN | 5,900 |
| Washington | IN | 6,500 |
| Breckinridge | KY | 5,700 |
| Bullitt | KY | 11,900 |
| Franklin | KY | 13,400 |
| Grayson | KY | 7,000 |
| Green | KY | 3,800 |
| Hardin | KY | 20,100 |
| Henry | KY | 4,400 |
| Jefferson | KY | 236,100 |
| Larue | KY | 4,000 |
| Marion | KY | 4,900 |
| Meade | KY | 5,500 |
| Nelson | KY | 7,500 |
| Oldham | KY | 7,300 |
| Shelby | KY | 7,000 |
| Spencer | KY | 2,100 |
| Taylor | KY | 6,600 |
| Trimble | KY | 2,000 |
| Washington | KY | 3,200 |

| | |
|---|---|
| **Women** | **509,900** |
| **Men** | **473,200** |
| **Teens** | **151,800** |
| **Children** | **215,000** |





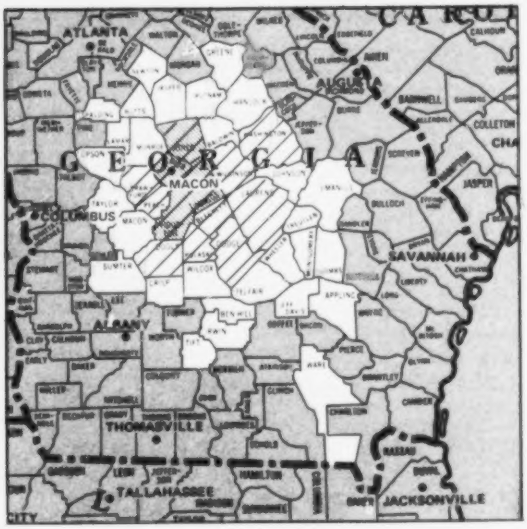
## Lubbock, Tex. (125)

| | |
|---|---|
| ADI TV Households | 144,700 |
| Survey Area TV Households | 242,200 |

***KENW** Portales, N.M., ch. 3, ETV
***KTXT-TV** Lubbock, Tex., ch. 5, ETV
**KCBD-TV** Lubbock, Tex., ch. 11, NBC
**KSWS-TV** Roswell, N.M., ch. 8, satellite to KCBD-TV
**KLBK-TV** Lubbock, Tex., ch. 13, CBS
**KAMC** Lubbock, Tex., ch. 28, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| De Baca | NM | 900 |
| Roosevelt | NM | 6,100 |
| Bailey | TX | 2,500 |
| Borden | TX | 400 |
| Cochran | TX | 1,400 |
| Crosby | TX | 2,800 |
| Dawson | TX | 5,500 |
| Dickens | TX | 1,400 |
| Floyd | TX | 3,700 |
| Gaines | TX | 3,600 |
| Garza | TX | 2,000 |
| Hale | TX | 11,700 |
| Hockley | TX | 6,900 |
| Kent | TX | 500 |
| Lamb | TX | 6,200 |
| Lubbock | TX | 71,600 |
| Lynn | TX | 3,100 |
| Motley | TX | 600 |
| Scurry | TX | 6,600 |
| Terry | TX | 4,600 |
| Yoakum | TX | 2,600 |

| | |
|---|---|
| **Women** | **148,800** |
| **Men** | **140,500** |
| **Teens** | **45,300** |
| **Children** | **67,700** |



ATLANTA
AUGUSTA
GEORGIA
MACON
COLUMBUS
SAVANNAH
ALBANY
THOMASVILLE
TALLAHASSEE
JACKSONVILLE

## Macon, Ga. (147)

| | |
|---|---|
| ADI TV Households | 122,000 |
| Survey Area TV Households | 259,800 |

**WMAZ-TV** Macon, Ga., ch. 13, CBS (ABC)
***WDCO-TV** Cochran, Ga., ch. 15, ETV
**WCWB-TV** Macon, Ga., ch. 41, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Bibb | GA | 47,400 |
| Bleckley | GA | 3,500 |
| Crawford | GA | 1,900 |
| Dodge | GA | 5,600 |
| Dooly | GA | 3,600 |
| Houston | GA | 23,300 |
| Jones | GA | 5,400 |
| Laurens | GA | 11,500 |
| Peach | GA | 6,400 |
| Pulaski | GA | 3,000 |
| Twiggs | GA | 2,300 |
| Washington | GA | 5,100 |
| Wilkinson | GA | 3,000 |

| | |
|---|---|
| **Women** | **138,700** |
| **Men** | **119-100** |
| **Teens** | **43,100** |
| **Children** | **61,000** |

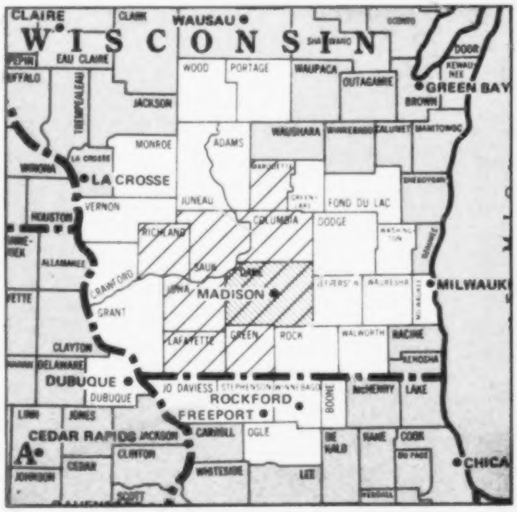
## Madison, Wis. (103)

| | |
|---|---|
| ADI TV Households | 176,200 |
| Survey Area TV Households | 1,022,300 |

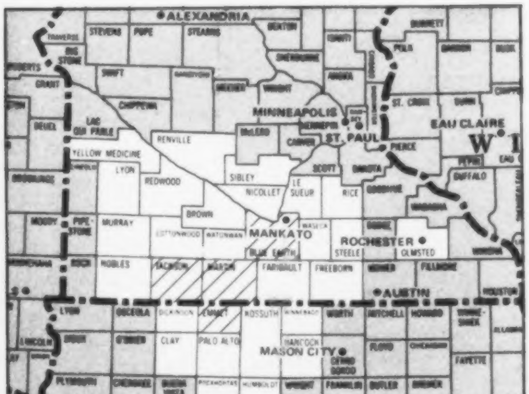
**WISC-TV** Madison, Wis., ch. 3, CBS
**WMTV** Madison, Wis., ch. 15, NBC
***WHA-TV** Madison, Wis., ch. 21, ETV
**WKOW-TV** Madison, Wis., ch. 27, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Columbia | WI | 15,000 |
| Dane | WI | 114,400 |
| Green | WI | 10,800 |
| Iowa | WI | 6,400 |
| Lafayette | WI | 5,700 |
| Marquette | WI | 4,100 |
| Richland | WI | 5,500 |
| Sauk | WI | 14,300 |

| | |
|---|---|
| **Women** | **183,700** |
| **Men** | **173,200** |
| **Teens** | **50,900** |
| **Children** | **67,200** |



WAUSAU
WISCONSIN
GREEN BAY
LA CROSSE
MADISON
MILWAUK
DUBUQUE
ROCKFORD
FREEPORT
CEDAR RAPIDS
CHICA



ALEXANDRIA
MINNEAPOLIS
ST. PAUL
EAU CLAIRE
MANKATO
ROCHESTER
AUSTIN
MASON CITY
WATERLOO
SIOUX CITY
AMES
IOWA

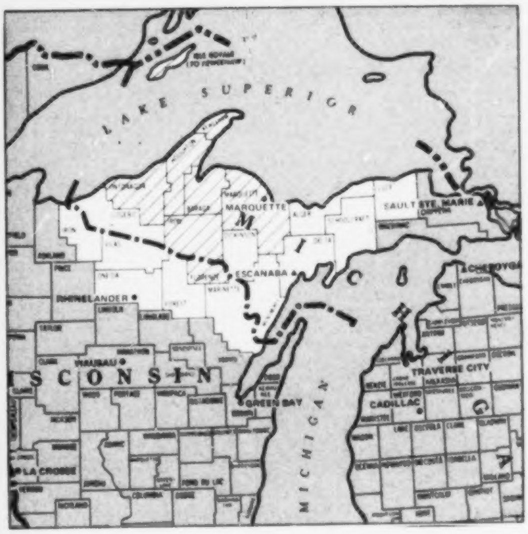
## Mankato, Minn. (194)

| | |
|---|---|
| ADI TV Households | 36,200 |
| Survey Area TV Households | 265,600 |

**KEYC-TV** Mankato, Minn., ch. 12, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Emmet | IA | 4,800 |
| Blue Earth | MN | 16,900 |
| Jackson | MN | 5,100 |
| Martin | MN | 9,400 |

| | |
|---|---|
| **Women** | **40,200** |
| **Men** | **37,300** |
| **Teens** | **11,000** |
| **Children** | **13,800** |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MARQUETTE
SAULT STE. MARIE
ESCANABA
CHEBOYGAN
RHINELANDER
WAUSAU
WISCONSIN
GREEN BAY
TRAVERSE CITY
CADILLAC
LA CROSSE
MICHIGAN
LAKE MICHIGAN

## Marquette, Mich. (179)

| | |
|---|---|
| ADI TV Households | 52,800 |
| Survey Area TV Households | 134,900 |

**WLUC-TV** Marquette, Mich., ch. 6, CBS (ABC)
***WNMU-TV** Marquette, Mich., ch. 13, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Baraga | MI | 2,700 |
| Houghton | MI | 12,600 |
| Iron | MI | 6,400 |
| Keweenew | MI | 1,300 |
| Marquette | MI | 24,600 |
| Ontonagon | MI | 3,900 |
| Florence | WI | 1,300 |

| | |
|---|---|
| **Women** | **52,800** |
| **Men** | **57,500** |
| **Teens** | **15,100** |
| **Children** | **21,900** |

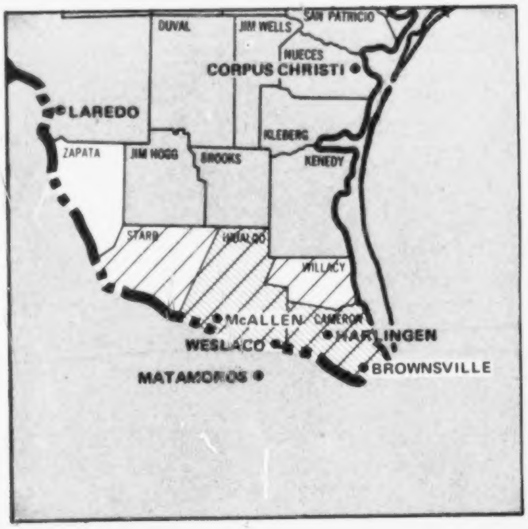
## McAllen-Brownsville, Tex. (141)

| | |
|---|---|
| ADI TV Households | 126,500 |
| Survey Area TV Households | 128,200 |

**KGBT-TV** Harlingen, Tex., ch. 4, CBS (NBC)
**KRGV-TV** Weslaco, Tex., ch. 5, ABC
***KZLN** Harlingen, Tex., ch. 60, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Cameron | TX | 54,000 |
| Hidalgo | TX | 64,900 |
| Starr | TX | 4,800 |
| Willacy | TX | 4,500 |

| | |
|---|---|
| **Women** | **147,700** |
| **Men** | **125,700** |
| **Teens** | **58,100** |
| **Children** | **105,100** |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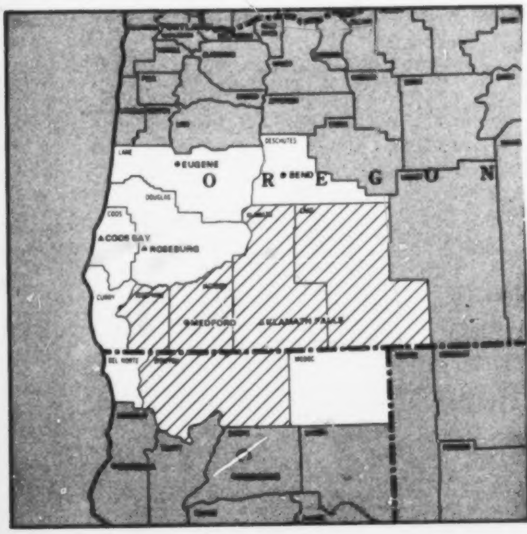
JIM WELLS
SAN PATRICIO
NUECES
CORPUS CHRISTI
LAREDO
ZAPATA
JIM HOGG
BROOKS
KLEBERG
KENEDY
STARR
HIDALGO
WILLACY
McALLEN
CAMERON
HARLINGEN
WESLACO
MATAMOROS
BROWNSVILLE


LANE
DESCHUTES
EUGENE
BEND
OREGON
DOUGLAS
COOS
COOS BAY
ROSEBURG
CURRY
MEDFORD
KLAMATH FALLS
DEL NORTE
MODOC

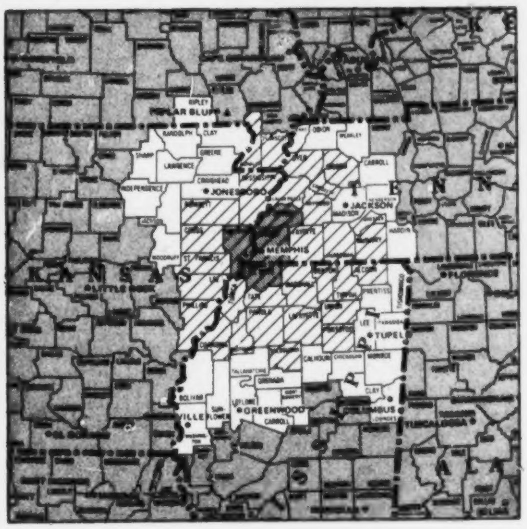
## Medford, Ore. (153)

| | |
|---|---|
| ADI TV Households | 102,400 |
| Survey Area TV Households | 277,500 |

**KOBI** Medford, Ore., ch. 5, ABC
**KOTI** Klamath Falls, Ore., ch. 2, satellite to KOBI
**KSYS** Medford, Ore., ch. 8, ETV
**KTVL** Medford, Ore., ch. 10, NBC (CBS)

| ADI Counties | State | TV Households |
|---|---|---|
| Siskiyou | CA | 13,500 |
| Jackson | OR | 45,900 |
| Josephine | OR | 20,300 |
| Klamath | OR | 20,300 |
| Lake | OR | 2,400 |

| | |
|---|---|
| **Women** | **98,300** |
| **Men** | **95,800** |
| **Teens** | **27,100** |
| **Children** | **38,700** |


POPLAR BLUFF
JONESBORO
JACKSON
MEMPHIS
TENN
KANSAS
LITTLE ROCK
TUPELO
GREENWOOD
COLUMBUS
FLORENCE

## Memphis (33)

| | |
|---|---|
| ADI TV Households | 537,200 |
| Survey Area TV Households | 830,800 |

**WREG-TV** Memphis, ch. 3, CBS
**WMC-TV** Memphis, ch. 5, NBC
***WKNO-TV** Memphis, ch. 10, ETV
**WHBQ-TV** Memphis, ch. 13, ABC
***WMAV** Oxford, Miss., ch. 18, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Crittenden | AR | 14,300 |
| Cross | AR | 5,800 |
| Lee | AR | 5,000 |
| Mississippi | AR | 19,300 |
| Phillips | AR | 11,200 |
| Poinsett | AR | 9,400 |
| St. Francis | AR | 9,300 |
| Alcorn | MS | 11,100 |
| Benton | MS | 2,200 |
| Coahoma | MS | 11,200 |
| De Soto | MS | 15,700 |
| Lafayette | MS | 8,500 |
| Marshall | MS | 6,800 |
| Panola | MS | 8,300 |
| Quitman | MS | 3,900 |
| Tate | MS | 5,700 |
| Tippah | MS | 6,900 |
| Tunica | MS | 2,900 |
| Union | MS | 7,500 |
| Yalobusha | MS | 4,000 |
| Dunklin | MO | 13,200 |
| Pemiscot | MO | 8,500 |
| Chester | TN | 4,100 |
| Crockett | TN | 5,200 |
| Dyer | TN | 11,900 |
| Fayette | TN | 6,300 |
| Gibson | TN | 17,000 |
| Hardeman | TN | 6,500 |
| Haywood | TN | 6,500 |
| Lauderdale | TN | 7,600 |
| McNairy | TN | 7,400 |
| Shelby | TN | 256,900 |
| Tipton | TN | 10,000 |

| | |
|---|---|
| **Women** | **591,700** |
| **Men** | **520,100** |
| **Teens** | **188,500** |
| **Children** | **268,600** |

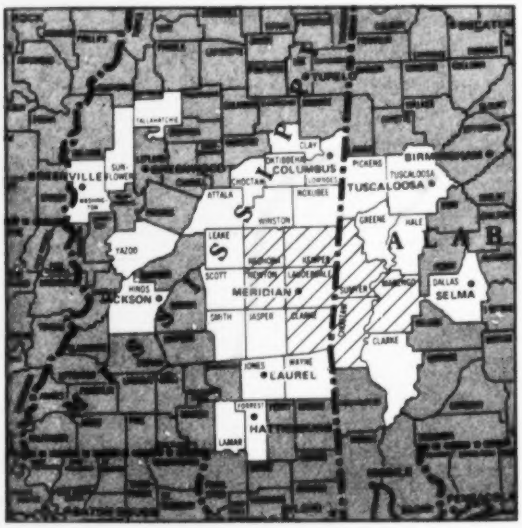
## Meridian, Miss. (170)

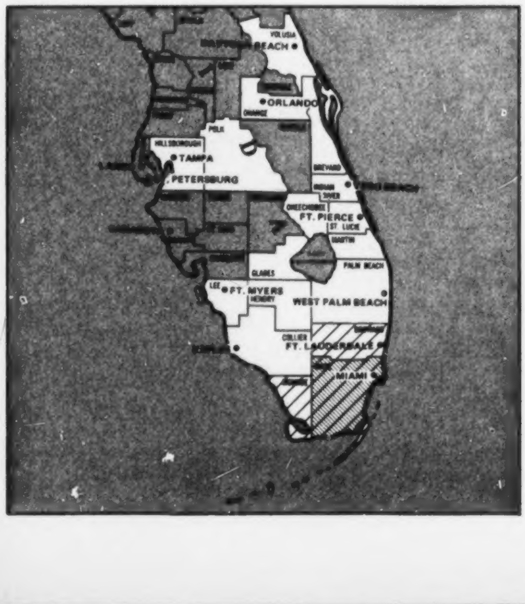
| | |
|---|---|
| ADI TV Households | 66,600 |
| Survey Area TV Households | 393,700 |

**WTOK-TV** Meridian, Miss., ch. 11, ABC
***WMAW** Meridian, Miss., ch. 14, ETV
**WHTV** Meridian, Miss., ch. 24, CBS (NBC)
***WIIQ** Demopolis, Ala., ch. 41, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Choctaw | AL | 6,100 |
| Marengo | AL | 7,700 |
| Sumter | AL | 4,800 |
| Clarke | MS | 5,500 |
| Kemper | MS | 3,000 |
| Lauderdale | MS | 25,600 |
| Neshoba | MS | 7,800 |
| Newton | MS | 6,100 |

| | |
|---|---|
| **Women** | **71,500** |
| **Men** | **62,600** |
| **Teens** | **21,900** |
| **Children** | **32,800** |


TUPELO
GREENVILLE
COLUMBUS
TUSCALOOSA
YAZOO
JACKSON
MERIDIAN
SELMA
LAUREL
ALAB
MISSISSIPPI


VOLUSIA
BEACH
ORLANDO
TAMPA
PETERSBURG
FT. PIERCE
FT. MYERS
WEST PALM BEACH
FT. LAUDERDALE
MIAMI

## Miami (15)

| | |
|---|---|
| ADI TV Households | 943,500 |
| Survey Area TV Households | 1,925,400 |

***WPBT** Miami, ch. 2, ETV
***WTHS-TV** Miami, ch. 2, ETV
**WTVJ** Miami, ch. 4, CBS
**WCIX-TV** Miami, ch. 6, IND
**WCKT** Miami, ch. 7, NBC
**WPLG** Miami, ch. 10, ABC
***WLRN-TV** Miami, ch. 17, ETV
**WLTV** Miami, ch. 23, IND
**WHFT** Miami, ch. 45, IND
**WKID** Fort Lauderdale, ch. 51, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Broward | FL | 370,800 |
| Dade | FL | 555,600 |
| Monroe | FL | 17,100 |

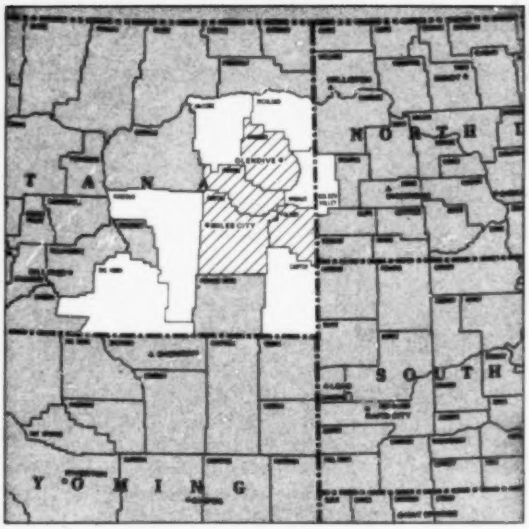
| | |
|---|---|
| **Women** | **999,200** |
| **Men** | **864,000** |
| **Teens** | **208,700** |
| **Children** | **284,800** |

### Fort Lauderdale, Fla. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WKID** Fort Lauderdale, Fla., ch. 51, IND

| | |
|---|---|
| Home county | Broward |
| TV Households | 370,800 |


N O R T H
T A N A
GLENDIVE
MILES CITY
S O U T H
Y O M I N G

## Miles City-Glendive, Mont. (212)

| | |
|---|---|
| ADI TV Households | 9,700 |
| Survey Area TV Households | 19,900 |

**KYUS-TV** Miles City, Mont., ch. 3, NBC
**KXGN-TV** Glendive, Mont., ch. 5, CBS (NBC)

| ADI Counties | State | TV Households |
|---|---|---|
| Custer | MT | 4,400 |
| Dawson | MT | 3,600 |
| Fallon | MT | 1,200 |
| Prairie | MT | 500 |

| | |
|---|---|
| **Women** | **10,100** |
| **Men** | **9,600** |
| **Teens** | **3,900** |
| **Children** | **4,300** |

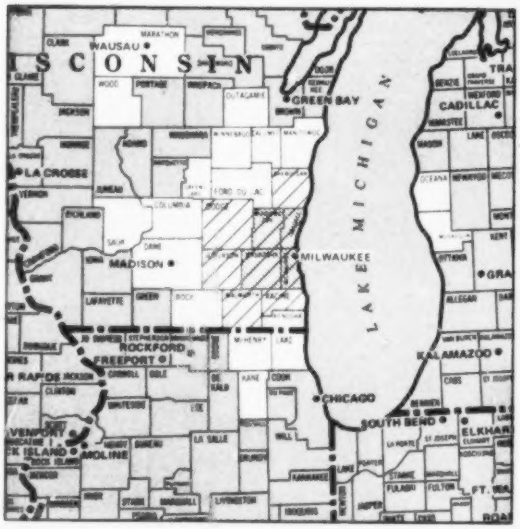
## Milwaukee (26)

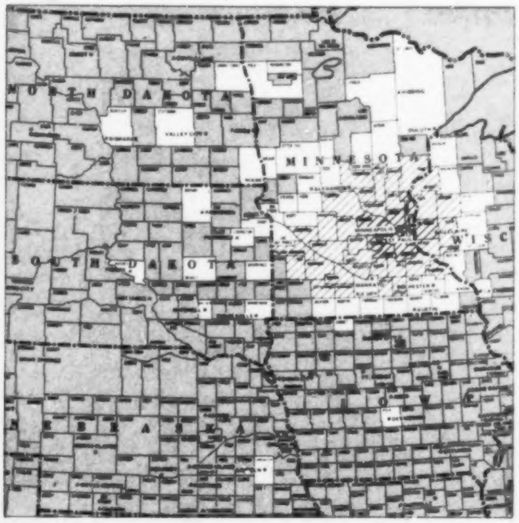
| | |
|---|---|
| ADI TV Households | 655,600 |
| Survey Area TV Households | 1,380,400 |

**WTMJ-TV** Milwaukee, ch. 4, NBC
**WITI-TV** Milwaukee, ch. 6, CBS
***WMVS** Milwaukee, ch. 10., ETV
**WISN-TV** Milwaukee, ch. 12, ABC
**WVTV** Milwaukee, ch. 18, IND
***WMVT** Milwaukee, ch. 36, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Dodge | WI | 24,700 |
| Jefferson | WI | 22,300 |
| Milwaukee | WI | 353,200 |
| Ozaukee | WI | 21,800 |
| Racine | WI | 61,400 |
| Sheboygan | WI | 35,500 |
| Walworth | WI | 23,300 |
| Washington | WI | 26,300 |
| Waukesha | WI | 87,100 |

| | |
|---|---|
| **Women** | **704,800** |
| **Men** | **643,800** |
| **Teens** | **208,100** |
| **Children** | **268,400** |


WAUSAU
S C O N S I N
GREEN BAY
LA CROSSE
CADILLAC
MADISON
MILWAUKEE
L A K E M I C H I G A N
ROCKFORD
FREEPORT
KALAMAZOO
CHICAGO
SOUTH BEND
ELKHAR
MOLINE


NORTH DAKOTA
MINNESOTA
SOUTH DAKOTA
WISC
NEBRASKA

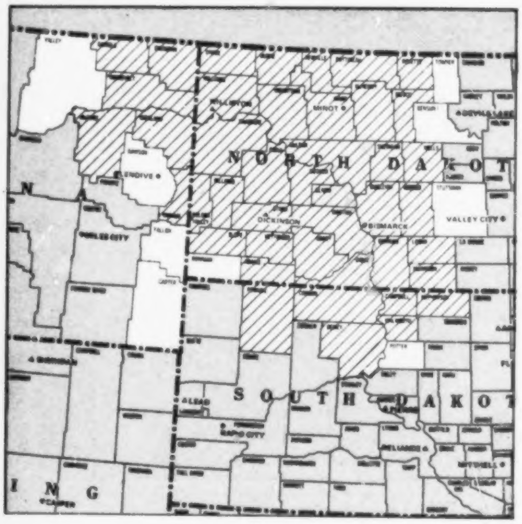
## Minneapolis-St. Paul (13)

| | |
|---|---|
| ADI TV Households | 994,300 |
| Survey Area TV Households | 1,683,400 |

***KTCA-TV** St. Paul, ch. 2, ETV
**WCCO-TV** Minneapolis, ch. 4, CBS
**KSTP-TV** St. Paul, ch. 5, ABC
**KMSP-TV** Minneapolis, ch. 9, IND
**WTCN-TV** Minneapolis, ch. 11, NBC
***KTCI-TV** St. Paul, ch. 17, ETV
***WHWC-TV** Menomonie, Wis., ch. 28, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Anoka | MN | 60,500 |
| Benton | MN | 7,200 |
| Brown | MN | 10,000 |
| Carver | MN | 11,800 |
| Chippewa | MN | 6,000 |
| Chisago | MN | 8,400 |
| Cottonwood | MN | 5,700 |
| Dakota | MN | 60,600 |
| Goodhue | MN | 14,000 |
| Hennepin | MN | 331,700 |
| Isanti | MN | 7,100 |
| Kanabec | MN | 4,500 |
| Kandiyohi | MN | 11,800 |
| Le Sueur | MN | 7,900 |
| Lyon | MN | 8,000 |
| McLeod | MN | 10,300 |
| Meeker | MN | 7,700 |
| Mille Lacs | MN | 6,500 |
| Morrison | MN | 8,700 |
| Nicollet | MN | 7,100 |
| Pine | MN | 6,800 |
| Ramsey | MN | 157,500 |
| Redwood | MN | 6,700 |
| Renville | MN | 7,500 |
| Rice | MN | 14,100 |
| Scott | MN | 13,800 |
| Sherburne | MN | 9,900 |
| Sibley | MN | 5,600 |
| Stearns | MN | 29,100 |
| Steele | MN | 10,800 |
| Wabasha | MN | 6,800 |
| Waseca | MN | 6,100 |
| Washington | MN | 32,200 |
| Watonwan | MN | 4,500 |
| Wright | MN | 16,700 |
| Yellow Medicine | MN | 4,800 |
| Barron | WI | 13,600 |
| Burnett | WI | 4,300 |
| Dunn | WI | 10,800 |
| Pepin | WI | 2,600 |
| Pierce | WI | 10,200 |
| Polk | WI | 11,200 |
| St. Croix | WI | 13,200 |

| | |
|---|---|
| **Women** | **1,071,600** |
| **Men** | **991,500** |
| **Teens** | **315,300** |
| **Children** | **432,200** |



## Minot-Bismarck-Dickinson, N.D. (143)

| | |
|---|---|
| ADI TV Households | 123,000 |
| Survey Area TV Households | 144,400 |

***KBME** Bismarck, N.D., ch. 3, ETV
**KFYR-TV** Bismarck, N.D., ch. 5, NBC (ABC)
***KSRE** Minot, N.D., ch. 6, ETV
**KUMV-TV** Williston, N.D., ch. 8, satellite to KFYR-TV
**KMOT** Minot, N.D., ch. 10, satellite to KFYR-TV
**KXMC-TV** Minot, N.D., ch. 13, CBS (ABC)
**KDIX-TV** Dickinson, N.D., ch. 2, satellite to KXMC-TV
**KXMD-TV** Williston, N.D., ch. 11, satellite to KXMC-TV
**KXMB-TV** Bismarck, N.D., ch. 12, satellite to KXMC-TV
***KPSD-TV** Eagle Butte, S.D., ch. 13, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Daniels | MT | 1,300 |
| McCone | MT | 800 |
| Richland | MT | 3,500 |
| Roosevelt | MT | 3,300 |
| Sheridan | MT | 2,100 |
| Wibaux | MT | 600 |
| Adams | ND | 1,300 |
| Billings | ND | 400 |
| Bottineau | ND | 2,600 |
| Burke | ND | 1,300 |
| Burleigh | ND | 18,000 |
| Divide | ND | 1,400 |
| Dunn | ND | 1,300 |
| Emmons | ND | 1,800 |
| Golden Valley | ND | 800 |
| Grant | ND | 1,500 |
| Hettinger | ND | 1,600 |
| Kidder | ND | 1,200 |
| Logan | ND | 1,200 |
| McHenry | ND | 2,800 |
| McIntosh | ND | 1,900 |
| McKenzie | ND | 1,700 |
| McLean | ND | 4,400 |
| Mercer | ND | 2,400 |
| Morton | ND | 8,000 |
| Mountrail | ND | 2,700 |
| Oliver | ND | 900 |
| Pierce | ND | 2,000 |
| Renville | ND | 1,400 |
| Rolette | ND | 3,200 |
| Sheridan | ND | 1,100 |
| Sioux | ND | 700 |
| Slope | ND | 400 |
| Stark | ND | 5,600 |
| Ward | ND | 19,500 |
| Williams | ND | 6,700 |
| Campbell | SD | 800 |
| Corson | SD | 1,200 |
| Dewey | SD | 1,700 |
| McPherson | SD | [illegible]400 |
| Perkins | SD | [illegible],600 |
| Walworth | SD | 2,600 |

| | |
|---|---|
| **Women** | **129,000** |
| **Men** | **127,800** |
| **Teens** | **45,400** |
| **Children** | **60,100** |

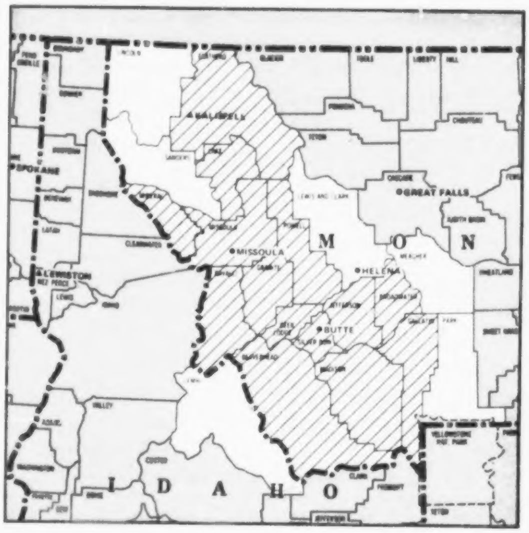
## Missoula-Butte, Mont. (156)

| | |
|---|---|
| ADI TV Households | 99,500 |
| Survey Area TV Households | 128,700 |

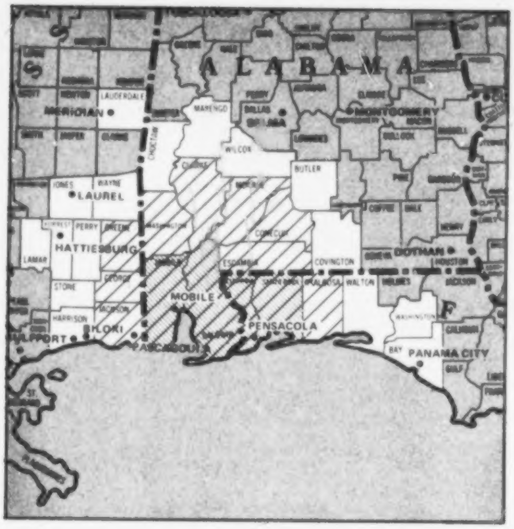
**KXLF-TV** Butte, Mont., ch. 4, ABC (CBS)
**KPAX-TV** Missoula, Mont., ch. 8, satellite to KXLF-TV
**KECI-TV** Missoula, Mont., ch. 13, NBC (CBS)
**KTVM** Butte, Mont., ch. 6, satellite to KECI-TV
**KCFW-TV** Kalispell, Mont., ch. 9, satellite to KECI-TV

| ADI Counties | State | TV Households |
|---|---|---|
| Beaverhead | MT | 2,900 |
| Broadwater | MT | 1,200 |
| Deer Lodge | MT | 4,600 |
| Flathead | MT | 16,300 |
| Gallatin | MT | 14,200 |
| Granite | MT | 1,000 |
| Jefferson | MT | 2,400 |
| Lake | MT | 6,300 |
| Madison | MT | 2,100 |
| Mineral | MT | 1,400 |
| Missoula | MT | 23,000 |
| Powell | MT | 2,500 |
| Ravalli | MT | 7,300 |
| Silver Bow | MT | 14,300 |

| | |
|---|---|
| **Women** | **100,900** |
| **Men** | **100,300** |
| **Teens** | **30,300** |
| **Children** | **39,700** |



**Note:** Coverage maps in this special section show total survey areas in white, with Areas of Dominant Influence (ADI's), indicated by light cross-hatching where appropriate, and Arbitron Metro Rating Areas shown by heavier cross-hatching.


ALABAMA
MERIDIAN
MONTGOMERY
LAUREL
HATTIESBURG
DOTHAN
MOBILE
PENSACOLA
BILOXI
GULFPORT
PASCAGOULA
PANAMA CITY
MARENGO
WILCOX
BUTLER
CONECUH
ESCAMBIA
COVINGTON
WASHINGTON
BAY

## Mobile, Ala.-Pensacola, Fla. (60)

| | |
|---|---|
| ADI TV Households | 337,700 |
| Survey Area TV Households | 556,400 |

**WEAR-TV** Pensacola, Fla., ch. 3, ABC
**WKRG-TV** Mobile, Ala., ch. 5, CBS
**WALA-TV** Mobile, Ala., ch. 10, NBC
***WSRE** Pensacola, Fla., ch. 23, ETV
***WEIQ** Mobile, Ala., ch. 42, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Baldwin | AL | 25,100 |
| Clarke | AL | 9,300 |
| Conecuh | AL | 5,100 |
| Escambia | AL | 11,600 |
| Mobile | AL | 117,000 |
| Monroe | AL | 6,700 |
| Washington | AL | 5,200 |
| Escambia | FL | 75,400 |
| Okaloosa | FL | 33,800 |
| Santa Rosa | FL | 17,200 |
| George | MS | 4,800 |
| Greene | MS | 3,100 |
| Jackson | MS | 36,000 |

| | |
|---|---|
| **Women** | **370,400** |
| **Men** | **351,900** |
| **Teens** | **121,600** |
| **Children** | **185,300** |

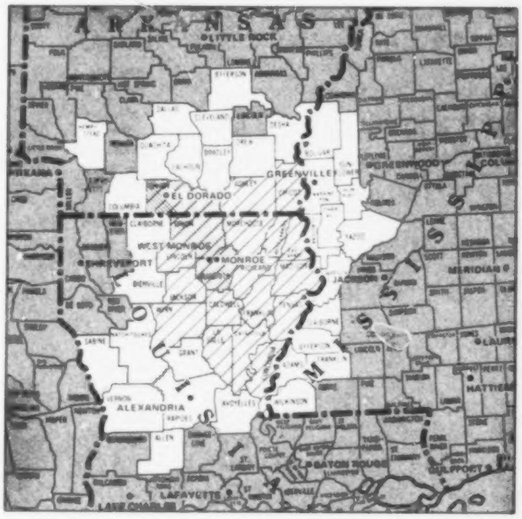
## Monroe, La.-El Dorado, Ark. (111)

| | |
|---|---|
| ADI TV Households | 159,900 |
| Survey Area TV Households | 427,700 |

**KNOE-TV** Monroe, La., ch. 8, CBS
**KTVE** El Dorado, Ark., ch. 10, ABC
***KLTM** Monroe, La., ch. 13, ETV
**KLAA** West Monroe, La., ch. 14, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Ashley | AR | 8,200 |
| Chicot | AR | 5,100 |
| Union | AR | 16,300 |
| Caldwell | LA | 3,100 |
| Catahoula | LA | 3,500 |
| Concordia | LA | 6,100 |
| East Carroll | LA | 3,200 |
| Franklin | LA | 7,100 |
| Jackson | LA | 5,800 |
| La Salle | LA | 5,200 |
| Lincoln | LA | 11,400 |
| Madison | LA | 4,300 |
| Morehouse | LA | 10,400 |
| Ouachita | LA | 45,200 |
| Richland | LA | 6,500 |
| Tensas | LA | 2,300 |
| Union | LA | 6,300 |
| West Carroll | LA | 4,400 |
| Winn | LA | 5,500 |

| | |
|---|---|
| **Women** | **177,700** |
| **Men** | **155,300** |
| **Teens** | **58,400** |
| **Children** | **77,300** |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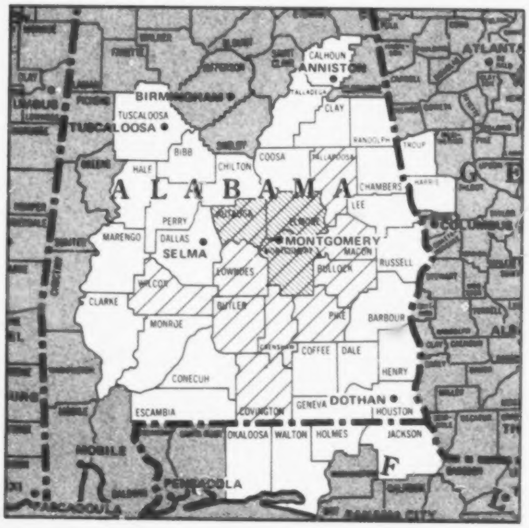
LITTLE ROCK
EL DORADO
GREENVILLE
GREENWOOD
SHREVEPORT
WEST MONROE
MONROE
JACKSON
MERIDIAN
ALEXANDRIA
HATTIESBURG
BATON ROUGE
LAFAYETTE
LAKE CHARLES
GULFPORT


CALHOUN
ANNISTON
ATLANTA
BIRMINGHAM
TUSCALOOSA
ALABAMA
SELMA
MONTGOMERY
COLUMBUS
DOTHAN
MOBILE
PENSACOLA
PASCAGOULA
PANAMA CITY
MARENGO
PERRY
DALLAS
AUTAUGA
ELMORE
MACON
BULLOCK
RUSSELL
LOWNDES
WILCOX
BUTLER
PIKE
BARBOUR
CLARKE
MONROE
CONECUH
CRENSHAW
COFFEE
DALE
HENRY
ESCAMBIA
COVINGTON
GENEVA
HOUSTON
OKALOOSA
WALTON
HOLMES
JACKSON

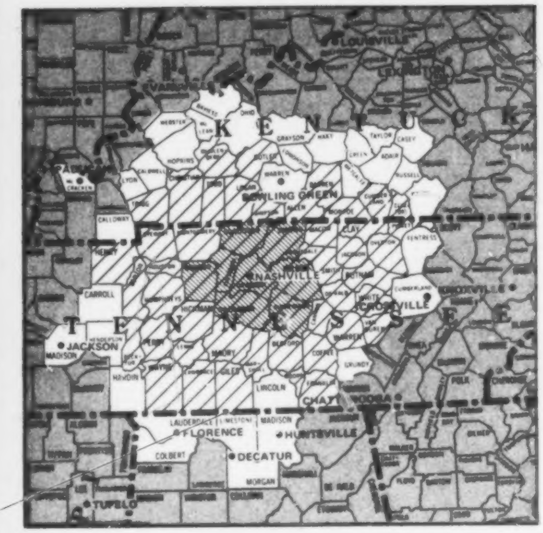
## Montgomery, Ala. (119)

| | |
|---|---|
| ADI TV Households | 147,700 |
| Survey Area TV Households | 539,500 |

***WDIQ** Dozier, Ala., ch. 2 ETV
**WSFA-TV** Montgomery, Ala., ch. 12, NBC
**WCOV-TV** Montgomery, Ala., ch. 20, CBS
***WAIQ** Montgomery, Ala., ch. 26, ETV
**WKAB-TV** Montgomery, Ala., ch. 32, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Autauga | AL | 9,000 |
| Bullock | AL | 3,300 |
| Butler | AL | 6,800 |
| Covington | AL | 12,900 |
| Crenshaw | AL | 5,400 |
| Elmore | AL | 12,900 |
| Lowndes | AL | 3,800 |
| Macon | AL | 8,400 |
| Montgomery | AL | 62,200 |
| Pike | AL | 8,100 |
| Tallapoosa | AL | 12,700 |
| Wilcox | AL | 4,000 |

| | |
|---|---|
| **Women** | **168,800** |
| **Men** | **143,500** |
| **Teens** | **49,600** |
| **Children** | **72,200** |



## Nashville (30)

| | |
|---|---|
| ADI TV Households | 579,100 |
| Survey Area TV Households | 944,300 |

**WNGE** Nashville, ch. 2, ABC
**WSM-TV** Nashville, ch. 4, NBC
**WTVF** Nashville, ch. 5, CBS
***WDCN-TV** Nashville, ch. 8, ETV
**WZTV** Nashville, ch. 17, IND
***WCTE** Cookeville, Tenn. ch. 22, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Allen | KY | 4,700 |
| Barren | KY | 10,900 |
| Butler | KY | 4,000 |
| Christian | KY | 20,900 |
| Clinton | KY | 2,700 |
| Cumberland | KY | 2,200 |
| Logan | KY | 7,800 |
| Monroe | KY | 4,100 |
| Muhlenberg | KY | 11,500 |
| Simpson | KY | 5,500 |
| Todd | KY | 4,000 |
| Trigg | KY | 3,100 |
| Bedford | TN | 9,200 |
| Benton | TN | 4,700 |
| Cannon | TN | 3,700 |
| Cheatham | TN | 6,000 |
| Clay | TN | 2,400 |
| Coffee | TN | 12,400 |
| Davidson | TN | 167,300 |
| Decatur | TN | 3,500 |
| De Kalb | TN | 4,700 |
| Dickson | TN | 10,100 |
| Franklin | TN | 10,000 |
| Giles | TN | 8,600 |
| Henry | TN | 10,500 |
| Hickman | TN | 5,200 |
| Houston | TN | 2,100 |
| Humphreys | TN | 5,400 |
| Jackson | TN | 3,300 |
| Lawrence | TN | 12,000 |
| Lewis | TN | 3,300 |
| Macon | TN | 5,500 |
| Marshall | TN | 6,900 |
| Maury | TN | 16,600 |
| Montgomery | TN | 26,300 |
| Moore | TN | 1,600 |
| Overton | TN | 5,700 |
| Perry | TN | 2,100 |
| Pickett | TN | 1,300 |
| Putnam | TN | 14,800 |
| Robertson | TN | 12,300 |
| Rutherford | TN | 25,200 |
| Smith | TN | 4,800 |
| Stewart | TN | 3,200 |
| Sumner | TN | 26,600 |
| Trousdale | TN | 1,800 |
| Van Buren | TN | 1,200 |
| Warren | TN | 11,000 |
| Wayne | TN | 4,400 |
| White | TN | 6,600 |
| Williamson | TN | 17,400 |
| Wilson | TN | 18,000 |

| | |
|---|---|
| **Women** | **617,200** |
| **Men** | **575,800** |
| **Teens** | **168,400** |
| **Children** | **240,900** |

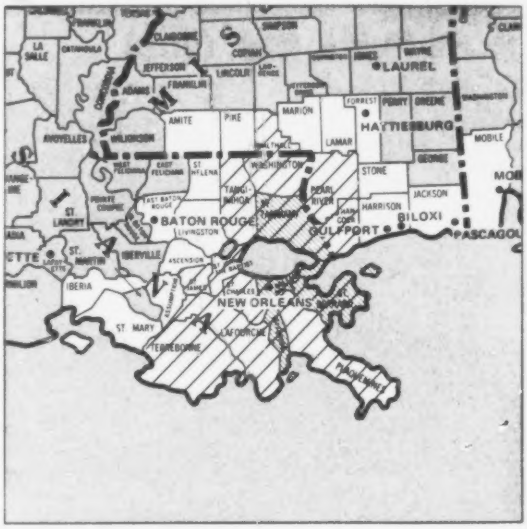
## New Orleans (34)

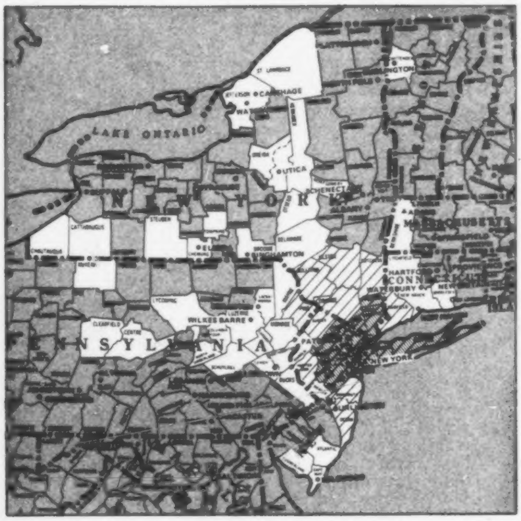
| | |
|---|---|
| ADI TV Households | 529,600 |
| Survey Area TV Households | 541,000 |

**WWL-TV** New Orleans, ch. 4, CBS
**WDSU-TV** New Orleans, ch. 6, NBC
**WVUE** New Orleans, ch. 8, ABC
***WYES-TV** New Orleans, ch. 12, ETV
**WGNO-TV** New Orleans, ch. 26, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Jefferson | LA | 143,500 |
| Lafourche | LA | 21,600 |
| Orleans | LA | 203,800 |
| Plaquemines | LA | 7,300 |
| St. Bernard | LA | 19,600 |
| St. Charles | LA | 10,200 |
| St. James | LA | 4,600 |
| St. John the Baptist | LA | 7,100 |
| St. Tammany | LA | 30,100 |
| Tangipahoa | LA | 22,800 |
| Terrebonne | LA | 25,500 |
| Washington | LA | 13,500 |
| Hancock | MS | 6,300 |
| Pearl River | MS | 9,400 |
| Walthall | MS | 4,300 |

| | |
|---|---|
| **Women** | **573,000** |
| **Men** | **510,500** |
| **Teens** | **180,600** |
| **Children** | **268,100** |





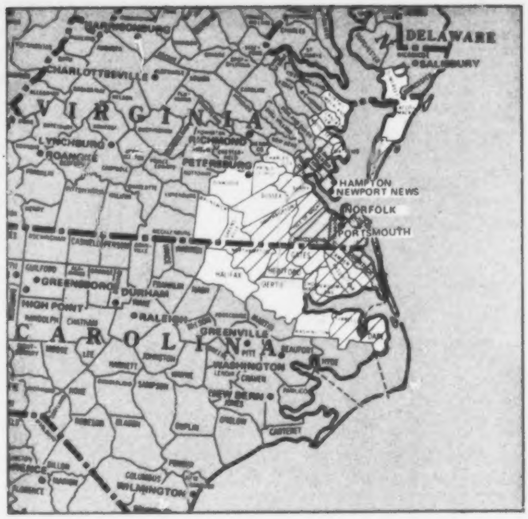
## New York (1)

| | |
|---|---|
| ADI TV Households | 6,398,000 |
| Survey Area TV Households | 8,400,800 |

**WCBS-TV** New York, ch. 2, CBS
**WNBC-TV** New York, ch. 4, NBC
**WNEW-TV** New York, ch. 5, IND
**WABC-TV** New York, ch. 7, ABC
**WOR-TV** New York, ch. 9, IND
**WPIX** New York, ch. 11, IND
***WNET** Newark, N.J., ch. 13, ETV
***WLIW** Garden City, N.Y., ch. 21, ETV
***WNYE-TV** New York, ch. 25, ETV
***WNYC-TV** New York, ch. 31, ETV
**WXTV** Paterson, N.J., ch. 41, IND
**WNJU-TV** Linden, N.J., ch. 47, IND
**WEDW** Bridgeport, Conn., ch. 49, ETV
***WNJM** Montclair, N.J., ch. 50, ETV
**WSNL-TV** Smithtown, N.Y., ch. 67, IND
**WWHT** Newark, N.J., ch 68, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Fairfield | CT | 285,400 |
| Bergen | NJ | 299,800 |
| Essex | NJ | 290,400 |
| Hudson | NJ | 208,100 |
| Hunterdon | NJ | 26,300 |
| Middlesex | NJ | 179,200 |
| Monmouth | NJ | 153,300 |
| Morris | NJ | 123,800 |
| Ocean | NJ | 118,100 |
| Passaic | NJ | 160,500 |
| Somerset | NJ | 63,800 |
| Sussex | NJ | 33,200 |
| Union | NJ | 173,000 |
| Bronx | NY | 444,200 |
| Dutchess | NY | 75,600 |
| Kings | NY | 851,300 |
| Nassau | NY | 439,500 |
| New York | NY | 635,600 |
| Orange | NY | 84,700 |
| Putnam | NY | 24,500 |
| Queens | NY | 771,500 |
| Richmond | NY | 113,400 |
| Rockland | NY | 73,800 |
| Suffolk | NY | 386,100 |
| Sullivan | NY | 22,800 |
| Ulster | NY | 52,700 |
| Westchester | NY | 281,600 |
| Pike | PA | 5,800 |

| | |
|---|---|
| **Women** | **7,001,100** |
| **Men** | **6,074,200** |
| **Teens** | **1,798,500** |
| **Children** | **2,392,600** |


DELAWARE
SALISBURY
CHARLOTTESVILLE
VIRGINIA
LYNCHBURG
ROANOKE
RICHMOND
PETERSBURG
HAMPTON
NEWPORT NEWS
NORFOLK
PORTSMOUTH
GREENSBORO
DURHAM
HIGH POINT
RALEIGH
GREENVILLE
CAROLINA
WASHINGTON
NEW BERN
WILMINGTON

## Norfolk-Portsmouth-Newport News-Hampton, Va. (46)

| | |
|---|---|
| ADI TV Households | 447,100 |
| Survey Area TV Households | 527,900 |

**°WYND-TV** Columbia, N.C., ch. 2, ETV
**WTAR-TV** Norfolk, Va., ch. 3, CBS
**WAVY-TV** Portsmouth, Va., ch. 10, NBC
**WVEC-TV** Hampton, Va., ch. 13, ABC
**°WHRO-TV** Hampton-Norfolk, Va., ch. 15, ETV
**WYAH-TV** Portsmouth, Va., ch. 27, IND
**WTVZ** Norfolk, Va., ch. 33, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Camden | NC | 1,900 |
| Chowan | NC | 3,800 |
| Currituck | NC | 3,500 |
| Dare | NC | 3,900 |
| Gates | NC | 2,600 |
| Hertford | NC | 7,100 |
| Northampton | NC | 6,700 |
| Pasquotank | NC | 9,900 |
| Perquimans | NC | 2,700 |
| Tyrrell | NC | 1,200 |
| Gloucester | VA | 6,800 |
| Hampton-Newport News | VA | 93,300 |
| Isle of Wight | VA | 6,400 |
| James City | VA | 9,400 |
| Mathews | VA | 3,300 |
| Middlesex | VA | 2,900 |
| Nansemond | VA | 15,200 |
| Norfolk | VA | 161,700 |
| Northampton | VA | 5,800 |
| Southampton | VA | 8,400 |
| Surry | VA | 1,700 |
| Virginia Beach | VA | 76,300 |
| York | VA | 12,300 |

| | |
|---|---|
| **Women** | **479,800** |
| **Men** | **500,300** |
| **Teens** | **145,700** |
| **Children** | **211,900** |

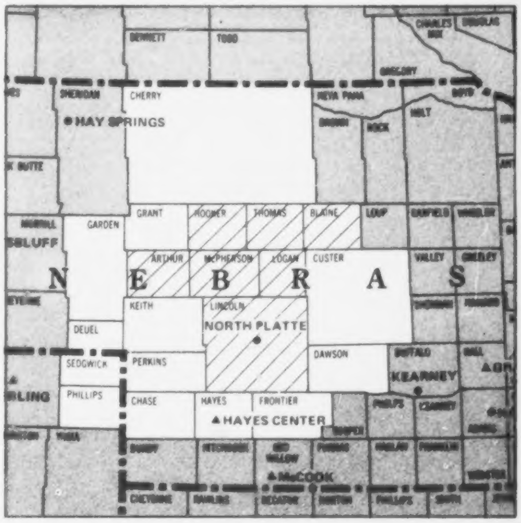
## North Platte, Neb. (209)

| | |
|---|---|
| ADI TV Households | 16,200 |
| Survey Area TV Households | 44,300 |

**KNOP-TV** North Platte, Neb., ch. 2, NBC
**°KPNE-TV** North Platte, Neb., ch. 9, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Arthur | NE | 200 |
| Blaine | NE | 300 |
| Hooker | NE | 300 |
| Lincoln | NE | 14,500 |
| Logan | NE | 300 |
| McPherson | NE | 200 |
| Thomas | NE | 400 |

| | |
|---|---|
| **Women** | **16,100** |
| **Men** | **14,800** |
| **Teens** | **5,000** |
| **Children** | **6,900** |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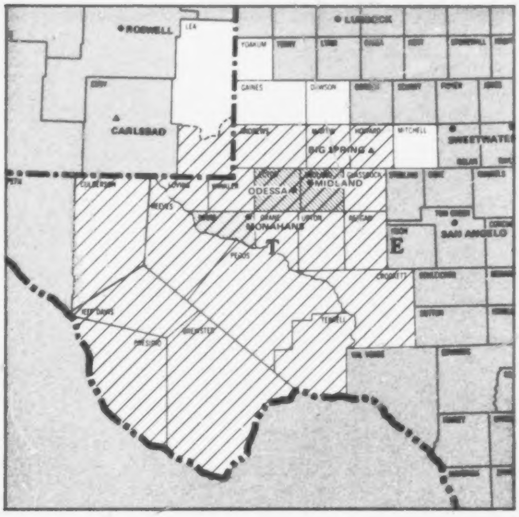
TODD
SHERIDAN
CHERRY
HAY SPRINGS
GRANT
HOOKER
THOMAS
BLAINE
LOUP
GARDEN
ARTHUR
McPHERSON
LOGAN
CUSTER
NEBRASKA
KEITH
LINCOLN
NORTH PLATTE
DEUEL
SEDGWICK
PERKINS
DAWSON
KEARNEY
PHILLIPS
CHASE
HAYES
FRONTIER
HAYES CENTER
McCOOK


LUBBOCK
ROSWELL
LEA
GAINES
DAWSON
CARLSBAD
BIG SPRING
MIDLAND
ODESSA
MONAHANS
SAN ANGELO
T
E

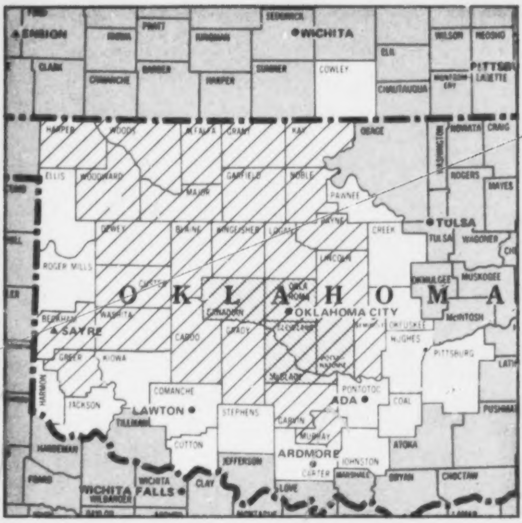
## Odessa-Midland, Tex. (149)

| | |
|---|---|
| ADI TV Households | 112,300 |
| Survey Area TV Households | 141,700 |

**KMID-TV** Midland, Tex., ch. 2, NBC
**KOSA-TV** Odessa, Tex., ch. 7, CBS
**KMOM-TV** Monahans, Tex., ch. 9, ABC
**KWAB** Big Spring, Tex., ch. 4, satellite to KMOM-TV

| ADI Counties | State | TV Households |
|---|---|---|
| Lea South | NM | 2,600 |
| Andrews | TX | 4,000 |
| Brewster | TX | 2,300 |
| Crane | TX | 1,500 |
| Crockett | TX | 1,500 |
| Culberson | TX | 900 |
| Ector | TX | 38,000 |
| Glasscock | TX | 300 |
| Howard | TX | 12,000 |
| Jeff Davis | TX | 500 |
| Loving | TX | 100 |
| Martin | TX | 1,500 |
| Midland | TX | 26,200 |
| Pecos | TX | 4,400 |
| Presidio | TX | 1,400 |
| Reagan | TX | 1,200 |
| Reeves | TX | 4,300 |
| Terrell | TX | 500 |
| Upton | TX | 1,600 |
| Ward | TX | 4,000 |
| Winkler | TX | 3,500 |

| | |
|---|---|
| **Women** | **115,400** |
| **Men** | **108,700** |
| **Teens** | **40,200** |
| **Children** | **55,100** |



WICHITA
TULSA
OKLAHOMA CITY
O K L A H O M A
SAYRE
LAWTON
ADA
ARDMORE
WICHITA FALLS
PITTSBURG
HARPER
WOODS
ALFALFA
GRANT
KAY
OSAGE
ELLIS
WOODWARD
GARFIELD
NOBLE
MAJOR
PAWNEE
PAYNE
DEWEY
BLAINE
KINGFISHER
LOGAN
CREEK
LINCOLN
ROGER MILLS
CUSTER
CANADIAN
OKLAHOMA
BECKHAM
WASHITA
CADDO
GRADY
CLEVELAND
POTTAWATOMIE
SEMINOLE
OKFUSKEE
HUGHES
MCCLAIN
GARVIN
PONTOTOC
KIOWA
GREER
JACKSON
COMANCHE
STEPHENS
MURRAY
COTTON
JEFFERSON
CARTER
COAL
ATOKA
JOHNSTON
MARSHALL
BRYAN
CHOCTAW
LOVE
TILLMAN
HARMON
CLAY

## Oklahoma City (39)

| | |
|---|---|
| ADI TV Households | 495,100 |
| Survey Area TV Households | 644,700 |

**KTVY** Oklahoma City, ch. 4, NBC
**KOCO-TV** Oklahoma City, ch. 5, ABC
**KWTV** Oklahoma City, ch. 9, CBS
***KETA** Oklahoma City, ch. 13, ETV
**KOKH-TV** Oklahoma City, ch. 25, IND
**KGMC** Oklahoma City, ch. 34, IND
**KFHC-TV** Oklahoma City, ch. 43, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Alfalfa | OK | 3,400 |
| Beckham | OK | 7,000 |
| Blaine | OK | 4,900 |
| Caddo | OK | 11,900 |
| Canadian | OK | 18,100 |
| Cleveland | OK | 36,900 |
| Custer | OK | 8,700 |
| Dewey | OK | 2,400 |
| Garfield | OK | 25,000 |
| Garvin | OK | 10,500 |
| Grady | OK | 15,100 |
| Grant | OK | 3,200 |
| Harper | OK | 1,800 |
| Kay | OK | 20,900 |
| Kingfisher | OK | 5,500 |
| Lincoln | OK | 8,800 |
| Logan | OK | 8,800 |
| McClain | OK | 8,500 |
| Major | OK | 3,300 |
| Murray | OK | 4,100 |
| Noble | OK | 4,500 |
| Oklahoma | OK | 207,100 |
| Payne | OK | 22,500 |
| Pottawatomie | OK | 21,000 |
| Seminole | OK | 11,200 |
| Washita | OK | 5,400 |
| Woods | OK | 4,200 |
| Woodward | OK | 6,900 |

| | |
|---|---|
| **Women** | **502,700** |
| **Men** | **451,400** |
| **Teens** | **135,000** |
| **Children** | **196,500** |

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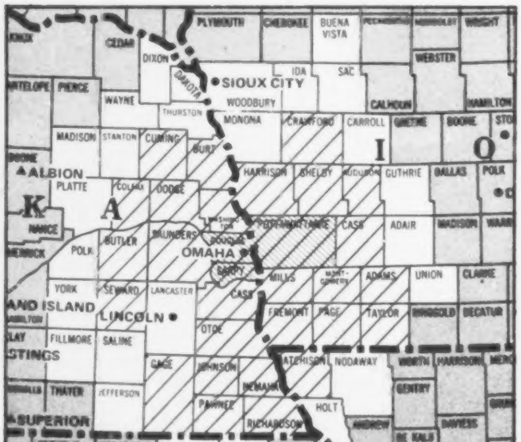
## Omaha (65)

| | |
|---|---|
| ADI TV Households | 330,900 |
| Survey Area TV Households | 549,800 |

**KMTV** Omaha, ch. 3, NBC
**WOWT** Omaha, ch. 6, CBS
**KETV** Omaha, ch. 7, ABC
***KYNE-TV** Omaha, ch. 26, ETV
***KBIN** Council Bluffs, Iowa, ch. 32, ETV
***KHIN** Red Oak, Iowa, ch. 36, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Adams | IA | 2,300 |
| Audubon | IA | 3,100 |
| Cass | IA | 6,200 |
| Crawford | IA | 6,900 |
| Fremont | IA | 3,400 |
| Harrison | IA | 6,000 |
| Mills | IA | 4,900 |
| Montgomery | IA | 5,300 |
| Page | IA | 7,600 |
| Pottawattamie | IA | 29,000 |
| Shelby | IA | 5,100 |
| Taylor | IA | 3,000 |
| Atchison | MO | 3,300 |
| Burt | NE | 3,100 |
| Butler | NE | 3,200 |
| Cass | NE | 7,600 |
| Colfax | NE | 3,900 |
| Cuming | NE | 4,300 |
| Dodge | NE | 13,000 |
| Douglas | NE | 143,400 |
| Johnson | NE | 2,000 |
| Nemaha | NE | 2,800 |
| Otoe | NE | 5,800 |
| Pawnee | NE | 1,200 |
| Richardson | NE | 4,400 |
| Sarpy | NE | 24,400 |
| Saunders | NE | 6,800 |
| Seward | NE | 4,800 |
| Washington | NE | 6,000 |

| | |
|---|---|
| **Women** | **350,500** |
| **Men** | **318,100** |
| **Teens** | **103,200** |
| **Children** | **142,700** |



SIOUX CITY
ALBION
OMAHA
LINCOLN
ST. JOSEPH
SUPERIOR
GRAND ISLAND
HASTINGS
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PLYMOUTH
CHEROKEE
BUENA VISTA
WEBSTER
DIXON
DAKOTA
WOODBURY
IDA
SAC
CALHOUN
WAYNE
THURSTON
MONONA
CRAWFORD
CARROLL
GREENE
BOONE
MADISON
STANTON
CUMING
BURT
HARRISON
SHELBY
AUDUBON
GUTHRIE
DALLAS
POLK
PLATTE
COLFAX
DODGE
WASHINGTON
DOUGLAS
POTTAWATTAMIE
CASS
ADAIR
MADISON
BUTLER
SAUNDERS
SARPY
MILLS
MONTGOMERY
ADAMS
UNION
CLARKE
YORK
SEWARD
LANCASTER
OTOE
FREMONT
PAGE
TAYLOR
RINGGOLD
DECATUR
FILLMORE
SALINE
GAGE
JOHNSON
NEMAHA
ATCHISON
NODAWAY
WORTH
HARRISON
GENTRY
THAYER
JEFFERSON
PAWNEE
RICHARDSON
HOLT
ANDREW
DAVIESS
DE KALB
REPUBLIC
WASHINGTON
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ATCHISON
BUCHANAN
PLATTE
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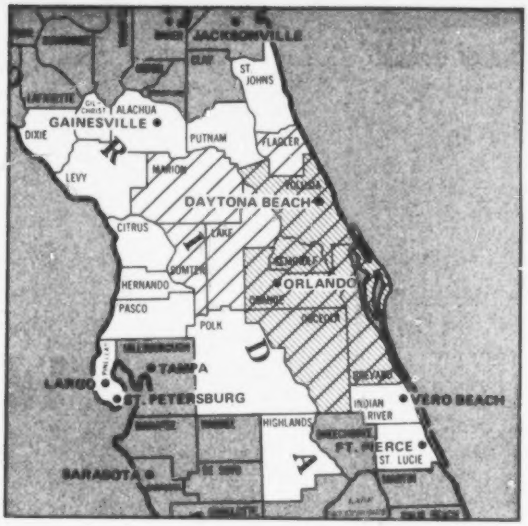
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VOLUSIA
DAYTONA BEACH
CITRUS
LAKE
SUMTER
SEMINOLE
ORLANDO
ORANGE
HERNANDO
PASCO
OSCEOLA
POLK
HILLSBOROUGH
TAMPA
PINELLAS
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ST. PETERSBURG
BREVARD
INDIAN RIVER
VERO BEACH
HIGHLANDS
OKEECHOBEE
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## Orlando-Daytona Beach, Fla. (40)

| | |
|---|---|
| ADI TV Households | 482,300 |
| Survey Area TV Households | 1,116,800 |

**WESH-TV** Daytona Beach, Fla., ch. 2, NBC
**WDBO-TV** Orlando, Fla., ch. 6, CBS
**WFTV** Orlando, Fla., ch. 9, ABC
***WMFE-TV** Orlando, Fla., ch. 24, ETV
**WOFL** Orlando, Fla., ch. 35, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Brevard | FL | 82,400 |
| Flagler | FL | 2,800 |
| Lake | FL | 37,000 |
| Marion | FL | 36,400 |
| Orange | FL | 155,800 |
| Osceola | FL | 16,000 |
| Seminole | FL | 54,700 |
| Sumter | FL | 7,200 |
| Volusia | FL | 90,000 |

| | |
|---|---|
| **Women** | **493,900** |
| **Men** | **448,900** |
| **Teens** | **135,400** |
| **Children** | **180,200** |

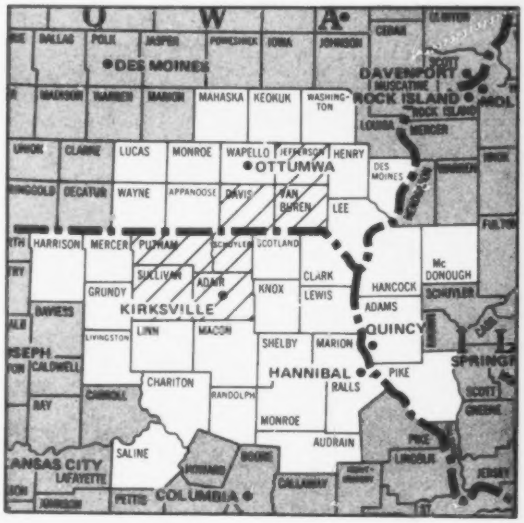
## Ottumwa, Iowa-Kirksville, Mo. (203)

| | |
|---|---|
| ADI TV Households | 28,100 |
| Survey Area TV Households | 251,100 |

**KTVO** Kirksville, Mo., ch. 3, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Davis | IA | 3,300 |
| Jefferson | IA | 5,200 |
| Van Buren | IA | 3,400 |
| Adair | MO | 8,800 |
| Putnam | MO | 2,600 |
| Schuyler | MO | 2,000 |
| Sullivan | MO | 2,800 |

| | |
|---|---|
| **Women** | **29,400** |
| **Men** | **27,400** |
| **Teens** | **6,600** |
| **Children** | **9,300** |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DAVENPORT
MUSCATINE
ROCK ISLAND
MOL
MADISON
WARREN
MARION
MAHASKA
KEOKUK
WASHINGTON
LOUISA
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UNION
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MONROE
WAPELLO
JEFFERSON
HENRY
OTTUMWA
DES MOINES
RINGGOLD
DECATUR
WAYNE
APPANOOSE
DAVIS
VAN BUREN
LEE
HARRISON
MERCER
PUTNAM
SCHUYLER
SCOTLAND
Mc DONOUGH
SULLIVAN
ADAIR
KNOX
CLARK
LEWIS
HANCOCK
GRUNDY
KIRKSVILLE
ADAMS
DAVIESS
LIVINGSTON
LINN
MACON
QUINCY
SHELBY
MARION
ST. JOSEPH
CALDWELL
HANNIBAL
RALLS
PIKE
SPRINGF
CHARITON
RANDOLPH
SCOTT
GREENE
RAY
CARROLL
MONROE
AUDRAIN
PIKE
LINCOLN
KANSAS CITY
LAFAYETTE
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HOWARD
BOONE
CALLAWAY
JERSEY
JOHNSON
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COLUMBIA
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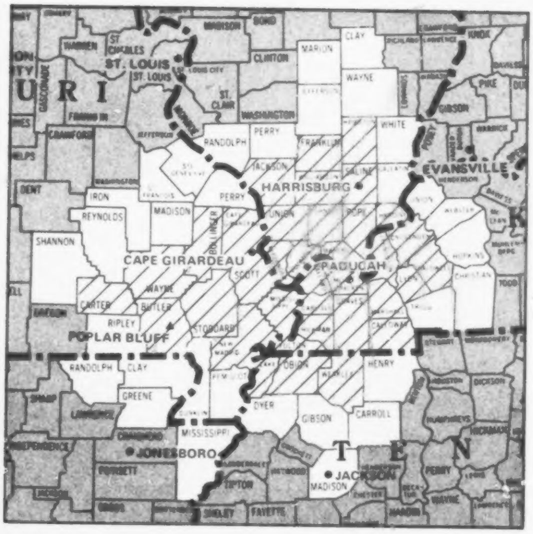
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ST. CLAIR
WAYNE
WASHINGTON
JEFFERSON
GIBSON
PIKE
FRANKLIN
RANDOLPH
PERRY
FRANKLIN
WHITE
CRAWFORD
ST. FRANCOIS
STE. GENEVIEVE
JACKSON
SALINE
EVANSVILLE
DENT
IRON
PERRY
HARRISBURG
HENDERSON
REYNOLDS
MADISON
UNION
POPE
SHANNON
CAPE GIRARDEAU
SCOTT
PADUCAH
HOPKINS
CHRISTIAN
WAYNE
BUTLER
CARTER
RIPLEY
STODDARD
CALLOWAY
TODD
POPLAR BLUFF
NEW MADRID
OBION
RANDOLPH
CLAY
HENRY
GREENE
DYER
GIBSON
CARROLL
MISSISSIPPI
DICKSON
JONESBORO
JACKSON
MADISON
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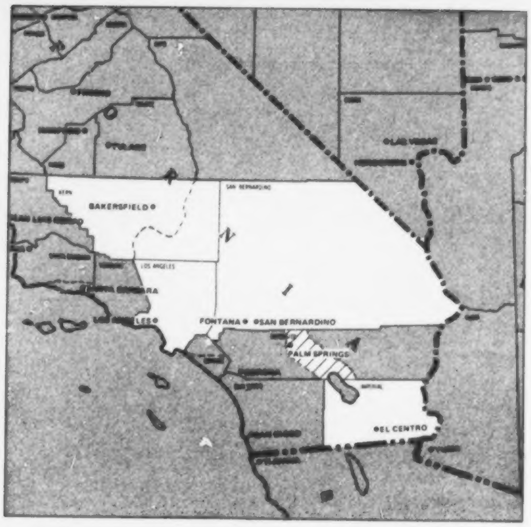
## Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill. (76)

| | |
|---|---|
| ADI TV Households | 283,900 |
| Survey Area TV Households | 574,200 |

**WSIL-TV** Harrisburg, Ill., ch. 3, ABC
**WPSD-TV** Paducah, Ky., ch. 6, NBC
***WSIU-TV** Carbondale, Ill., ch. 8, ETV
**KFVS-TV** Cape Girardeau, Mo., ch. 12, CBS
**KPOB-TV** Poplar Bluff, Mo., ch. 15, satellite to WSIL
***WKMU** Murray, Ky., ch. 21, ETV
***WKPD** Paducah, Ky., ch. 29, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Alexander | IL | 4,900 |
| Franklin | IL | 17,900 |
| Hamilton | IL | 3,400 |
| Hardin | IL | 1,900 |
| Jackson | IL | 18,100 |
| Johnson | IL | 3,400 |
| Massac | IL | 5,400 |
| Pope | IL | 1,700 |
| Pulaski | IL | 3,500 |
| Saline | IL | 11,500 |
| Union | IL | 6,400 |
| Williamson | IL | 20,300 |
| Ballard | KY | 3,500 |
| Caldwell | KY | 4,900 |
| Calloway | KY | 10,900 |
| Carlisle | KY | 2,400 |
| Crittenden | KY | 3,700 |
| Fulton | KY | 3,300 |
| Graves | KY | 12,300 |
| Hickman | KY | 2,200 |
| Livingston | KY | 3,500 |
| Lyon | KY | 1,900 |
| McCracken | KY | 22,900 |
| Marshall | KY | 9,100 |
| Bollinger | MO | 3,600 |
| Butler | MO | 13,900 |
| Cape Girardeau | MO | 18,500 |
| Carter | MO | 1,600 |
| Mississippi | MO | 5,400 |
| New Madrid | MO | 8,000 |
| Scott | MO | 13,100 |
| Stoddard | MO | 10,500 |
| Wayne | MO | 4,000 |
| Lake | TN | 2,300 |
| Obion | TN | 13,000 |
| Weakley | TN | 11,000 |

| | |
|---|---|
| **Women** | **297,700** |
| **Men** | **267,900** |
| **Teens** | **73,700** |
| **Children** | **97,400** |


BAKERSFIELD
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FONTANA
SAN BERNARDINO
PALM SPRINGS
EL CENTRO
LAS VEGAS

## Palm Springs, Calif. (186)

| | |
|---|---|
| ADI TV Households | 49,000 |
| Survey Area TV Households | 3,109,200 |

**KMIR-TV** Palm Springs, Calif., ch. 36, NBC
**KESQ-TV** Palm Springs, Calif., ch. 42, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Riverside Central | CA | 49,000 |

| | |
|---|---|
| **Women** | **48,900** |
| **Men** | **45,200** |
| **Teens** | **14,000** |
| **Children** | **21,300** |

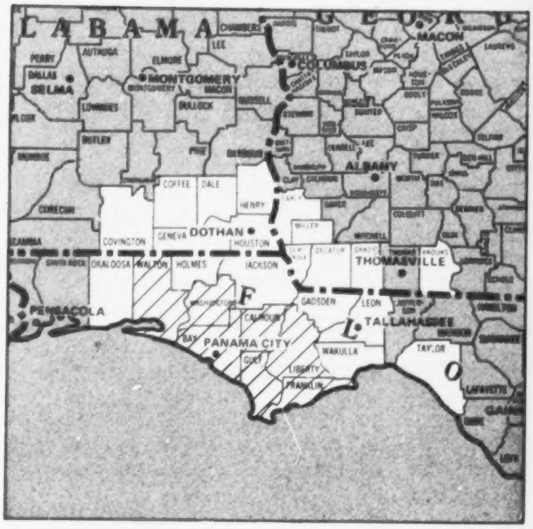
## Panama City, Fla. (177)

| | |
|---|---|
| ADI TV Households | 55,800 |
| Survey Area TV Households | 265,800 |

**WJHG-TV** Panama City, Fla., ch. 7, ABC
**WMBB** Panama City, Fla., ch. 13, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Bay | FL | 33,400 |
| Calhoun | FL | 2,900 |
| Franklin | FL | 2,700 |
| Gulf | FL | 3,400 |
| Liberty | FL | 1,400 |
| Walton | FL | 7,100 |
| Washington | FL | 4,900 |

| | |
|---|---|
| **Women** | **58,500** |
| **Men** | **53,400** |
| **Teens** | **18,000** |
| **Children** | **24,400** |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MONTGOMERY
SELMA
COLUMBUS
ALBANY
COFFEE
DALE
HENRY
DOTHAN
COVINGTON
GENEVA
HOUSTON
OKALOOSA
WALTON
HOLMES
JACKSON
THOMASVILLE
PENSACOLA
F
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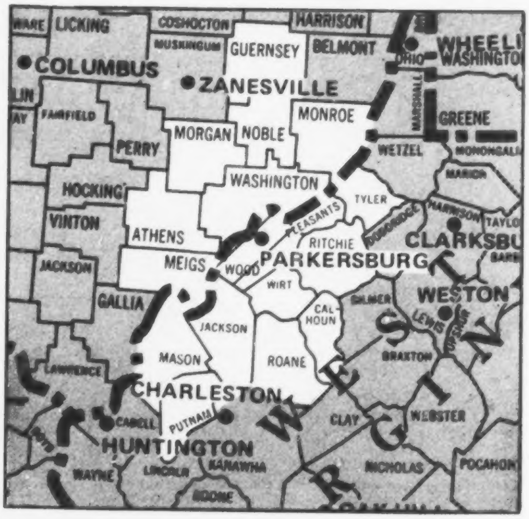
WASHINGTON
CALHOUN
GADSDEN
LEON
TALLAHASSEE
BAY
PANAMA CITY
GULF
WAKULLA
LIBERTY
FRANKLIN
TAYLOR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HARRISON
MUSKINGUM
GUERNSEY
BELMONT
WHEELI
WASHINGTO
COLUMBUS
ZANESVILLE
FAIRFIELD
MORGAN
NOBLE
MONROE
MARSHALL
GREENE
PERRY
WETZEL
MONONGALIA
MARION
HOCKING
WASHINGTON
TYLER
VINTON
ATHENS
PLEASANTS
DODDRIDGE
HARRISON
TAYLO
RITCHIE
CLARKSBU
JACKSON
MEIGS
WOOD
PARKERSBURG
BARB
GALLIA
WIRT
WESTON
GILMER
LEWIS
UPSHUR
JACKSON
CAL-
HOUN
LAWRENCE
MASON
ROANE
BRAXTON
CHARLESTON
CABELL
PUTNAM
CLAY
WEBSTER
HUNTINGTON
WAYNE
LINCOLN
KANAWHA
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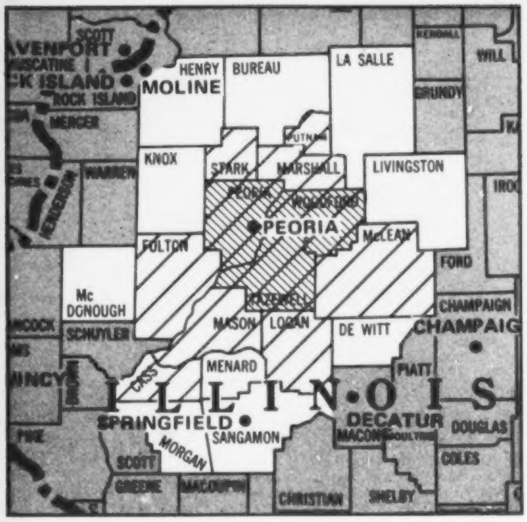
## Parkersburg, W. Va. (197)

| | |
|---|---|
| ADI TV Households | 31,800 |
| Survey Area TV Households | 153,400 |

**WTAP-TV** Parkersburg, W.Va., ch. 15, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Wood | WV | 31,800 |

| | |
|---|---|
| **Women** | **34,900** |
| **Men** | **30,500** |
| **Teens** | **8,700** |
| **Children** | **13,300** |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MUSCATINE
ROCK ISLAND
ROCK ISLAND
MOLINE
HENRY
BUREAU
LA SALLE
KENDALL
WILL
GRUNDY
MERCER
PUTNAM
KNOX
STARK
MARSHALL
LIVINGSTON
WARREN
HENDERSON
PEORIA
WOODFORD
PEORIA
McLEAN
FULTON
FORD
Mc DONOUGH
TAZEWELL
CHAMPAIGN
HANCOCK
SCHUYLER
MASON
LOGAN
DE WITT
CHAMPAIGN
MENARD
CASS
PIATT
QUINCY
BROWN
ILLINOIS
SPRINGFIELD
SANGAMON
MORGAN
DECATUR
MACON
MOULTRIE
DOUGLAS
PIKE
SCOTT
COLES
GREENE
MACOUPIN
CHRISTIAN
SHELBY

## Peoria, Ill. (87)

| | |
|---|---|
| ADI TV Households | 221,100 |
| Survey Area TV Households | 423,800 |

**WRAU-TV** Peoria, Ill., ch. 19, ABC
**WEEK-TV** Peoria, Ill., ch. 25, NBC
**WMBD-TV** Peoria, Ill., ch. 31, CBS
***WTVP** Peoria, Ill., ch. 47, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Cass | IL | 5,400 |
| Fulton | IL | 16,800 |
| Logan | IL | 9,500 |
| McLean | IL | 41,300 |
| Marshall | IL | 4,800 |
| Mason | IL | 7,900 |
| Peoria | IL | 74,400 |
| Putnam | IL | 2,300 |
| Stark | IL | 2,900 |
| Tazewell | IL | 45,100 |
| Woodford | IL | 10,700 |

| | |
|---|---|
| **Women** | **234,100** |
| **Men** | **209,600** |
| **Teens** | **64,700** |
| **Children** | **91,100** |

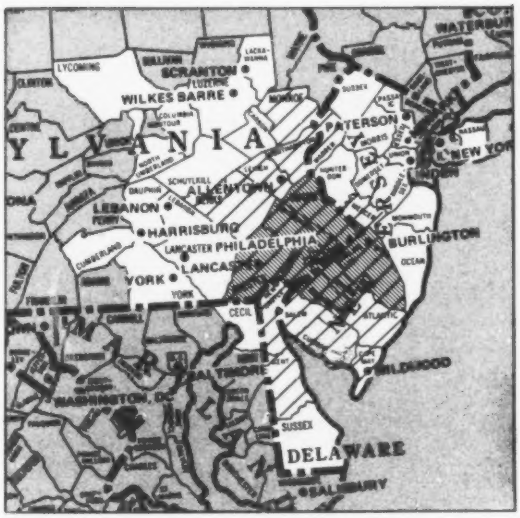
## Philadelphia (4)

| | |
|---|---|
| ADI TV Households | 2,399,300 |
| Survey Area TV Households | 4,556,200 |

**KYW-TV** Philadelphia, ch. 3, NBC
**WPVI-TV** Philadelphia, ch. 6, ABC
**WCAU-TV** Philadelphia, ch. 10, CBS
**WHYY-TV** Wilmington, Del., ch. 12, ETV
**WPHL-TV** Philadelphia, ch. 17, IND
***WNJS** Camden, N.J., ch. 23, ETV
**WTAF-TV** Philadelphia, ch. 29, IND
**WLVT-TV** Allentown, Pa., ch. 39, ETV
**WCMC-TV** Wildwood, N.J., ch. 40, NBC
**WKBS-TV** Burlington, N.J., ch. 48, IND
**WTVE** Reading, Pa., ch. 51, IND
***WNJT** Trenton, N.J., ch. 52, ETV
**WRBV** Vineland, N.J., ch. 65, IND
**WFMZ** Allentown, Pa., ch. 69, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Kent | DE | 31,700 |
| New Castle | DE | 137,500 |
| Atlantic | NJ | 72,200 |
| Burlington | NJ | 105,200 |
| Camden | NJ | 161,500 |
| Cape May | NJ | 29,100 |
| Cumberland | NJ | 44,600 |
| Gloucester | NJ | 64,100 |
| Mercer | NJ | 107,900 |
| Salem | NJ | 22,100 |
| Warren | NJ | 29,100 |
| Berks | PA | 112,400 |
| Bucks | PA | 152,000 |
| Chester | PA | 96,100 |
| Delaware | PA | 192,700 |
| Lehigh | PA | 95,800 |
| Monroe | PA | 21,300 |
| Montgomery | PA | 212,000 |
| Northampton | PA | 78,600 |
| Philadelphia | PA | 633,400 |

| | |
|---|---|
| **Women** | **2,663,400** |
| **Men** | **2,360,800** |
| **Teens** | **713,100** |
| **Children** | **955,100** |


WATERBURY
LYCOMING
SULLIVAN
WAYNE
LACKAWANNA
SCRANTON
LUZERNE
WILKES BARRE
COLUMBIA
MONTOUR
MONROE
SUSSEX
PASSAIC
PATERSON
NORTHUMBERLAND
CARBON
WARREN
MORRIS
NEW YORK
YLVANIA
SCHUYLKILL
LEHIGH
ALLENTOWN
BERKS
HUNTERDON
DAUPHIN
LEBANON
LEBANON
HARRISBURG
CUMBERLAND
LANCASTER
PHILADELPHIA
LANCASTER
BURLINGTON
OCEAN
YORK
YORK
FULTON
FRANKLIN
CECIL
SALEM
ATLANTIC
BALTIMORE
WASHINGTON, DC
WILDWOOD
SUSSEX
DELAWARE
SALISBURY

## Allentown, Pa. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WLVT-TV** Allentown, Pa., ch. 39, ETV
**WFMZ-TV** Allentown, Pa., ch. 69, IND

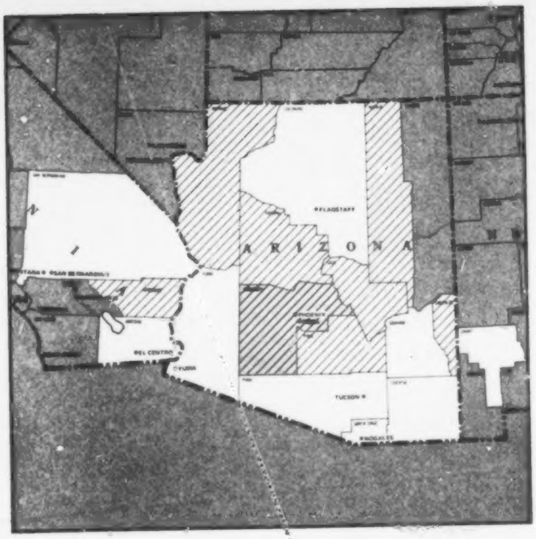
| | |
|---|---|
| Home county | Lehigh |
| TV Households | 95,800 |

## Wildwood, N.J. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WCMC-TV** Wildwood, N.J., ch. 40, NBC

| | |
|---|---|
| Home county | Cape May |
| TV Households | 29,100 |


ARIZONA
FLAGSTAFF
TUCSON

## Phoenix (31)

| | |
|---|---|
| ADI TV Households | 575,200 |
| Survey Area TV Households | 814,500 |

**KTVK** Phoenix, ch. 3, ABC
**KPHO-TV** Phoenix, ch. 5, IND
***KAET** Phoenix, ch. 8, ETV
**KOOL-TV** Phoenix, ch. 10, CBS
**KPNX-TV** Mesa, ch. 12, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Gila | AZ | 11,000 |
| Greenlee | AZ | 3,800 |
| Maricopa | AZ | 474,200 |
| Mohave | AZ | 14,900 |
| Navajo | AZ | 14,900 |
| Pinal | AZ | 27,400 |
| Yavapai | AZ | 22,100 |
| Riverside East | CA | 6,900 |

| | |
|---|---|
| **Women** | **595,300** |
| **Men** | **552,000** |
| **Teens** | **169,800** |
| **Children** | **260,500** |

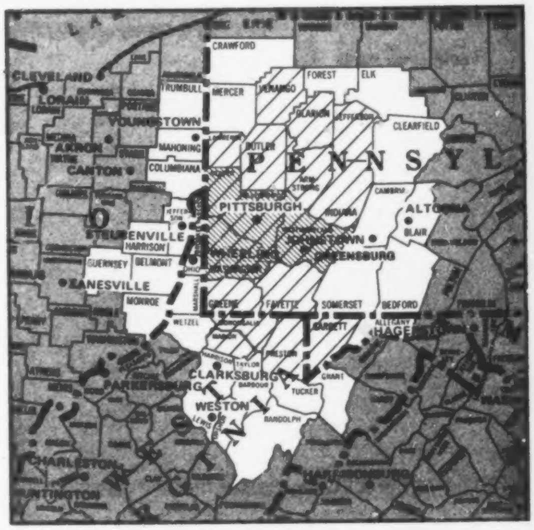
## Pittsburgh (11)

| | |
|---|---|
| ADI TV Households | 1,137,100 |
| Survey Area TV Households | 1,823,900 |

**KDKA-TV** Pittsburgh, ch. 2, CBS
**WTAE-TV** Pittsburgh, ch. 4, ABC
**WIIC-TV** Pittsburgh, ch. 11, NBC
***WQED** Pittsburgh, ch. 13, ETV
***WQEX** Pittsburgh, ch. 16, ETV
**WPTT-TV** Pittsburgh, ch. 22, IND
***WWVU-TV** Morgantown, W.Va., ch. 24, ETV
**WPCB-TV** Greensburg, Pa., ch. 40, IND
**WPGH-TV** Pittsburgh, ch. 53, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Garrett | MD | 9,000 |
| Allegheny | PA | 518,600 |
| Armstrong | PA | 26,300 |
| Beaver | PA | 69.5000 |
| Butler | PA | 45,900 |
| Clarion | PA | 13,500 |
| Fayette | PA | 53,100 |
| Greene | PA | 14,100 |
| Indiana | PA | 27,000 |
| Jefferson | PA | 16,900 |
| Lawrence | PA | 35,400 |
| Venango | PA | 20,600 |
| Washington | PA | 75,500 |
| Westmoreland | PA | 129,500 |
| Brooke | WV | 10,700 |
| Hancock | WV | 13,800 |
| Marion | WV | 24,300 |
| Monongalia | WV | 24,200 |
| Preston | WV | 9,200 |

| | |
|---|---|
| **Women** | **1,266,700** |
| **Men** | **1,113,800** |
| **Teens** | **340,400** |
| **Children** | **418,400** |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CRAWFORD
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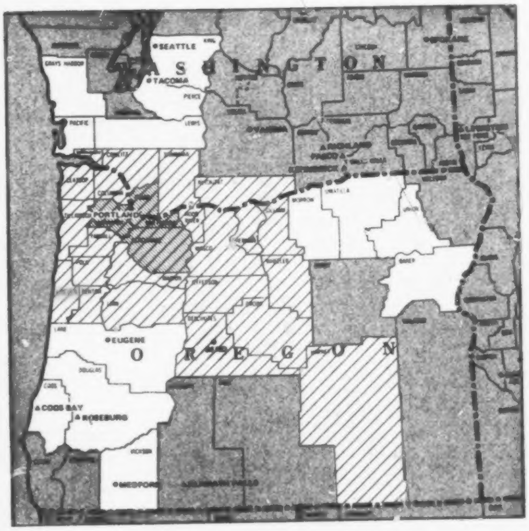
FOREST
ELK
YOUNGSTOWN
CLEARFIELD
AKRON
MAHONING
BUTLER
CANTON
COLUMBIANA
PENNSYL
PITTSBURGH
INDIANA
CAMBRIA
ALTOONA
BLAIR
STEUBENVILLE
HARRISON
GUERNSEY
BELMONT
GREENSBURG
ZANESVILLE
MONROE
WETZEL
GREENE
FAYETTE
SOMERSET
BEDFORD
HAGERSTOWN
PRESTON
CLARKSBURG
PARKERSBURG
BARBOUR
TUCKER
GRANT
WESTON
RANDOLPH
CHARLESTON
HARRISONBURG
HUNTINGTON


SEATTLE
WASHINGTON
TACOMA
GRAYS HARBOR
PACIFIC
LEWIS
PORTLAND
EUGENE
OREGON
COOS BAY
ROSEBURG
MEDFORD

## Portland, Ore. (24)

| | |
|---|---|
| ADI TV Households | 682,900 |
| Survey Area TV Households | 1,499,400 |

**KATU** Portland, Ore., ch. 2, ABC
***KVDO-TV** Salem, Ore., ch 3, ETV
**KOIN-TV** Portland, Ore., ch. 6, CBS
***KOAC-TV** Corvallis, Ore., ch. 7, ETV
**KGW-TV** Portland, Ore., ch. 8, NBC
***KOAP-TV** Portland, Ore., ch. 10, ETV
**KPTV** Portland, Ore., ch. 12, IND
**KTVZ** Bend, Ore., ch. 21, NBC (CBS)

| ADI Counties | State | TV Households |
|---|---|---|
| Benton | OR | 20,500 |
| Clackamas | OR | 74,600 |
| Clatsop | OR | 11,400 |
| Columbia | OR | 12,000 |
| Crook | OR | 4,500 |
| Deschutes | OR | 18,200 |
| Gilliam | OR | 600 |
| Harney | OR | 2,600 |
| Hood River | OR | 5,200 |
| Jefferson | OR | 3,200 |
| Lincoln | OR | 10,900 |
| Linn | OR | 29,500 |
| Marion | OR | 64,800 |
| Multnomah | OR | 211,900 |
| Polk | OR | 15,300 |
| Sherman | OR | 900 |
| Tillamook | OR | 6,700 |
| Wasco | OR | 6,900 |
| Washington | OR | 72,200 |
| Wheeler | OR | 700 |
| Yamhill | OR | 16,600 |
| Clark | WA | 60,300 |
| Cowlitz | WA | 25,400 |
| Klickitat | WA | 4,700 |
| Skamania | WA | 2,100 |
| Wahkiakum | WA | 1,200 |

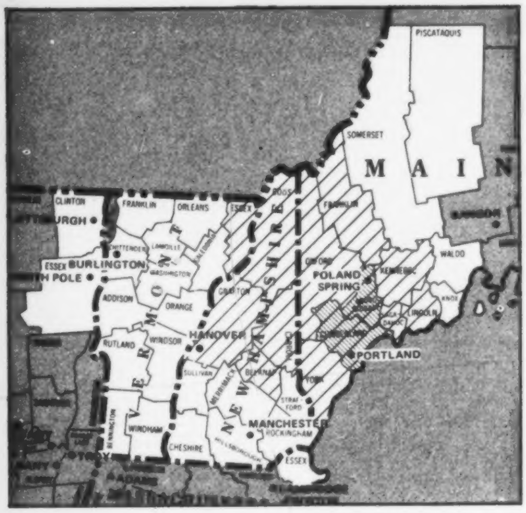
| | |
|---|---|
| **Women** | **697,700** |
| **Men** | **639,800** |
| **Teens** | **188,000** |
| **Children** | **258,600** |

### Bend, Ore. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**KTVZ** Bend, Ore., ch. 21, NBC (CBS)

| | |
|---|---|
| Home county | Deschutes |
| TV Households | 18,200 |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MAIN
CLINTON
FRANKLIN
ORLEANS
ESSEX
BANGOR
BURLINGTON
ADDISON
ORANGE
RUTLAND
WINDSOR
HANOVER
GRAFTON
OXFORD
POLAND SPRING
KENNEBEC
LINCOLN
WALDO
PORTLAND
MANCHESTER
ROCKINGHAM
CHESHIRE
WINDHAM
ESSEX
VERMONT
NEW HAMPSHIRE

## Portland-Poland Spring, Me. (74)

| | |
|---|---|
| ADI TV Households | 285,800 |
| Survey Area TV Households | 952,300 |

**WCSH-TV** Portland, Me., ch. 6, NBC
**WMTW-TV** Poland Spring, Me., ch. 8, ABC
***WCBB** Augusta, Me., ch. 10, ETV
**WGAN-TV** Portland, Me., ch. 13, CBS
***WHED-TV** Hanover, N.H., ch 15, ETV
***WMEG-TV** Biddeford, Me., ch. 26, ETV
**WNNE-TV** Hanover, N.H., ch. 31, NBC
***WEDB-TV** Berlin, N.H., ch. 40, ETV
***WLED-TV** Littleton, N.H., ch. 49, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Androscoggin | ME | 33,200 |
| Cumberland | ME | 71,800 |
| Franklin | ME | 8,200 |
| Kennebec | ME | 34,700 |
| Lincoln | ME | 9,100 |
| Oxford | ME | 16,500 |
| Sagadahoc | ME | 9,400 |
| York | ME | 44,800 |
| Belknap | NH | 14,200 |
| Carroll | NH | 9,500 |
| Coos | NH | 12,200 |
| Grafton | NH | 20,600 |
| Essex | VT | 2,400 |

| | |
|---|---|
| **Women** | **307,600** |
| **Men** | **275,600** |
| **Teens** | **87,900** |
| **Children** | **117,800** |

### Hanover, N.H. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

***WHED-TV** Hanover, N.H., ch. 15, ETV
**WNNE-TV** Hanover, N.H., ch. 31, NBC

| | |
|---|---|
| Home county | Grafton |
| TV Households | 20,600 |

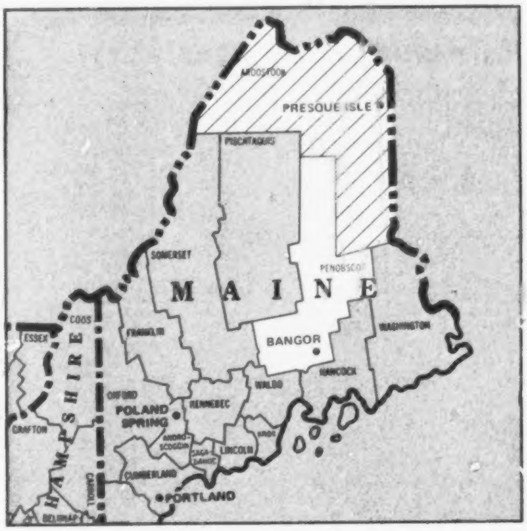
## Presque Isle, Me. (200)

| | |
|---|---|
| ADI TV Households | 29,000 |
| Survey Area TV Households | 106,300 |

**WAGM-TV** Presque Isle, Me., ch. 8, CBS (ABC-NBC)
***WMEM-TV** Presque Isle, Me., ch. 10, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Aroostook | ME | 29,000 |

| | |
|---|---|
| **Women** | **31,900** |
| **Men** | **31,200** |
| **Teens** | **12,300** |
| **Children** | **15,800** |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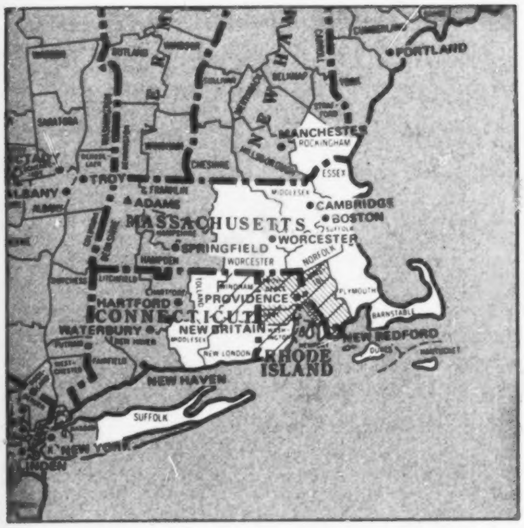
SOMERSET
PENOBSCOT
MAINE
COOS
ESSEX
FRANKLIN
BANGOR
WASHINGTON
HANCOCK
WALDO
KENNEBEC
OXFORD
POLAND SPRING
GRAFTON
LINCOLN
KNOX
CUMBERLAND
PORTLAND
HAMPSHIRE
CARROLL
BELKNAP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TROY
ALBANY
ADAMS
MASSACHUSETTS
CAMBRIDGE
BOSTON
SPRINGFIELD
WORCESTER
HARTFORD
PROVIDENCE
CONNECTICUT
WATERBURY
NEW BRITAIN
NEW BEDFORD
RHODE ISLAND
NEW HAVEN
SUFFOLK
NEW YORK
LINDEN
PLYMOUTH
BARNSTABLE
NORFOLK
MIDDLESEX
HAMPDEN
NEW LONDON

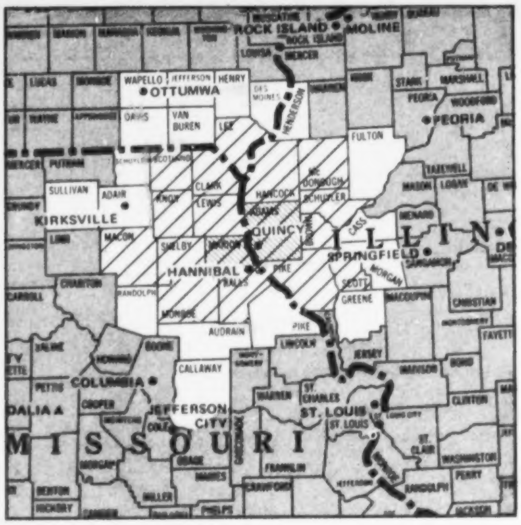
## Providence, R.I. (38)

| | |
|---|---|
| ADI TV Households | 512,700 |
| Survey Area TV Households | 2,636,700 |

**WTEV** New Bedford, Mass., R.I., ch. 6, CBS
**WJAR-TV** Providence, R.I., ch. 10, NBC
**WPRI-TV** Providence, R.I., ch. 12, ABC
***WSBE-TV** Providence, R.I., ch. 36, ETV
***WEDN** Norwich, Conn., ch. 53, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Windham | CT | 32,600 |
| Bristol | MA | 165,500 |
| Bristol | RI | 15,100 |
| Kent | RI | 50,900 |
| Newport | RI | 25,900 |
| Providence | RI | 196,900 |
| Washington | RI | 26,200 |

| | |
|---|---|
| **Women** | **575,000** |
| **Men** | **499,100** |
| **Teens** | **151,800** |
| **Children** | **200,400** |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MOLINE
OTTUMWA
PEORIA
KIRKSVILLE
QUINCY
SPRINGFIELD
HANNIBAL
COLUMBIA
JEFFERSON CITY
ST. LOUIS
MISSOURI
ILLIN

## Quincy, Ill.-Hannibal, Mo. (148)

| | |
|---|---|
| ADI TV Households | 114,300 |
| Survey Area TV Households | 252,400 |

**KHQA-TV** Hannibal, Mo.,ch. 7, CBS
**WGEM-TV** Quincy, Ill., ch. 10, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Adams | IL | 25,100 |
| Brown* | IL | 2,500 |
| Hancock | IL | 8,300 |
| McDonough | IL | 12,000 |
| Pike | IL | 7,500 |
| Schuyler | IL | 3,000 |
| Scott | IL | 2,400 |
| Lee | IA | 15,000 |
| Clark | MO | 3,000 |
| Knox | MO | 2,000 |
| Lewis | MO | 3,900 |
| Macon | MO | 6,600 |
| Marion | MO | 11,100 |
| Monroe | MO | 3,600 |
| Ralls | MO | 3,100 |
| Scotland | MO | 2,200 |
| Shelby | MO | 3,000 |

| | |
|---|---|
| **Women** | **122,300** |
| **Men** | **109,200** |
| **Teens** | **30,600** |
| **Children** | **39,800** |

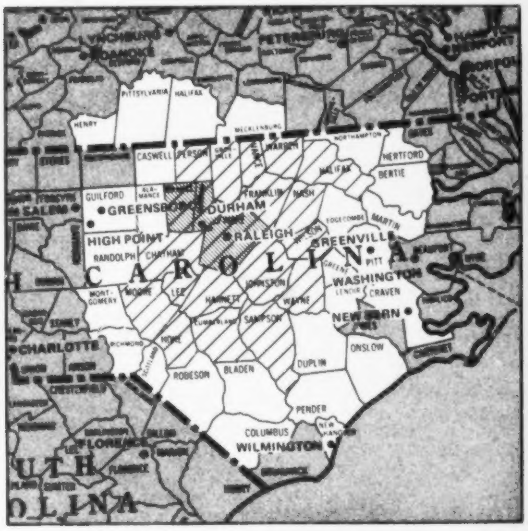
## Raleigh-Durham, N.C. (41)

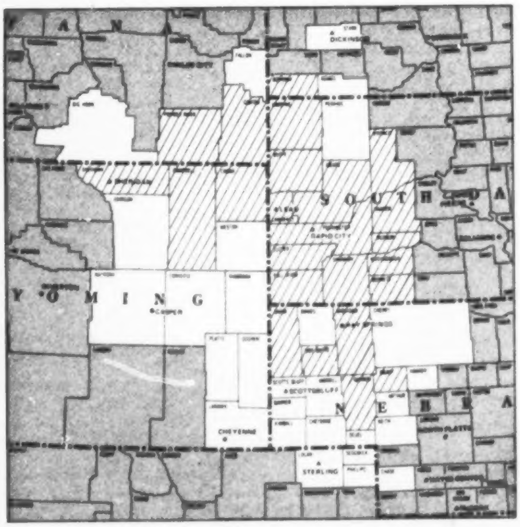
| | |
|---|---|
| ADI TV Households | 480,500 |
| Survey Area TV Households | 985,700 |

***WUNC-TV** Chapel Hill, N.C., ch. 4, ETV
**WRAL-TV** Raleigh, N.C., ch. 5, ABC
**WTVD** Durham, N.C., ch. 11, CBS
**WLFL-TV** Raleigh, N.C., ch. 22, IND
**WPTF-TV** Durham, N.C., ch. 28, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Chatham | NC | 10,300 |
| Cumberland | NC | 70,600 |
| Durham | NC | 52,300 |
| Franklin | NC | 9,000 |
| Granville | NC | 9,400 |
| Halifax | NC | 17,100 |
| Harnett | NC | 18,700 |
| Hoke | NC | 4,900 |
| Johnston | NC | 22,800 |
| Lee | NC | 11,700 |
| Moore | NC | 14,500 |
| Nash | NC | 23,000 |
| Orange | NC | 23,500 |
| Person | NC | 8,900 |
| Sampson | NC | 15,800 |
| Vance | NC | 11,400 |
| Wake | NC | 102,200 |
| Warren | NC | 5,500 |
| Wayne | NC | 28,700 |
| Wilson | NC | 20,200 |

| | |
|---|---|
| **Women** | **520,700** |
| **Men** | **499,800** |
| **Teens** | **148,700** |
| **Children** | **225,300** |


GREENSBORO
DURHAM
RALEIGH
HIGH POINT
GREENVILLE
WASHINGTON
NEW BERN
CHARLOTTE
WILMINGTON
FLORENCE
CAROLINA


DICKINSON
RAPID CITY
SOUTH DA
WYOMING
CASPER
CHEYENNE
SCOTTSBLUFF
NEBRA
STERLING

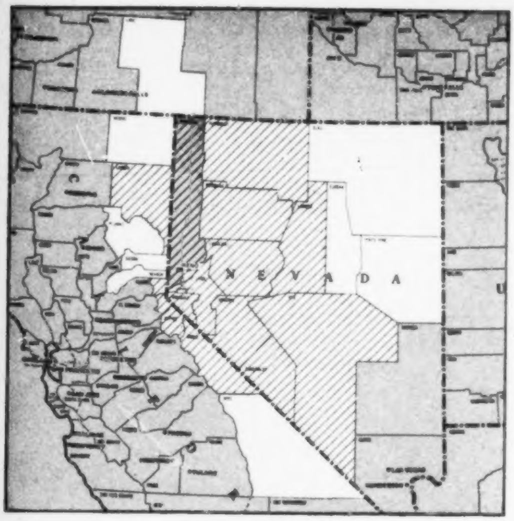
## Rapid City, S.D. (164)

| | |
|---|---|
| ADI TV Households | 82,100 |
| Survey Area TV Households | 197,000 |

**KOTA-TV** Rapid City, S.D., ch. 3, NBC (CBS)
**KDUH-TV** Hay Springs, Neb., ch. 4, satellite to KOTA-TV
**KIVV-TV** Lead, S.D., ch. 5, satellite to KEVN-TV
**KEVN-TV** Rapid City, S.D., ch. 7, ABC
***KZSD-TV** Martin, S.D., ch. 8, ETV
***KBHE-TV** Rapid City, S.D., ch. 9, ETV
**KHSD-TV** Lead, S.D., ch. 11, satellite to KOTA-TV
**KSGW-TV** Sheridan, Wyo., ch. 12, satellite to KOTA-TV
***KTNE-TV** Alliance, Neb., ch. 13, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Carter | MT | 500 |
| Powder River | MT | 800 |
| Box Butte | NE | 4,200 |
| Garden | NE | 1,300 |
| Grant | NE | 400 |
| Sheridan | NE | 2,700 |
| Sioux | NE | 700 |
| Bowman | ND | 1,200 |
| Bennett | SD | 900 |
| Butte | SD | 3,100 |
| Custer | SD | 2,200 |
| Fall River | SD | 3,400 |
| Haakon | SD | 1,200 |
| Harding | SD | 600 |
| Jackson | SD | 600 |
| Lawrence | SD | 6,100 |
| Meade | SD | 5,900 |
| Pennington | SD | 25,900 |
| Shannon | SD | 1,900 |
| Washabaugh | SD | 500 |
| Ziebach | SD | 800 |
| Campbell | WY | 6,700 |
| Crook | WY | 1,600 |
| Sheridan | WY | 8,900 |

| | |
|---|---|
| **Women** | **80,900** |
| **Men** | **82,000** |
| **Teens** | **26,000** |
| **Children** | **39,000** |



## Reno (144)

| | |
|---|---|
| ADI TV Households | 122,200 |
| Survey Area TV Households | 156,300 |

**KTVN** Reno, ch. 2, CBS
**KCRL-TV** Reno, ch. 4, NBC
**KOLO-TV** Reno, ch. 8, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Alpine | CA | 300 |
| El Dorado East | CA | 9,800 |
| Lassen | CA | 7,200 |
| Mono | CA | 7,200 |
| Placer East | CA | 2,600 |
| Churchill | NV | 4,600 |
| Douglas | NV | 5,600 |
| Esmeralda | NV | 300 |
| Humboldt | NV | 2,500 |
| Lander | NV | 1,100 |
| Lyon | NV | 3,600 |
| Mineral | NV | 2,300 |
| Nye | NV | 1,900 |
| Carson City | NV | 11,200 |
| Pershing | NV | 1,100 |
| Storey | NV | 300 |
| Washoe | NV | 65,200 |

| | |
|---|---|
| **Women** | **114,900** |
| **Men** | **116,500** |
| **Teens** | **33,700** |
| **Children** | **43,900** |

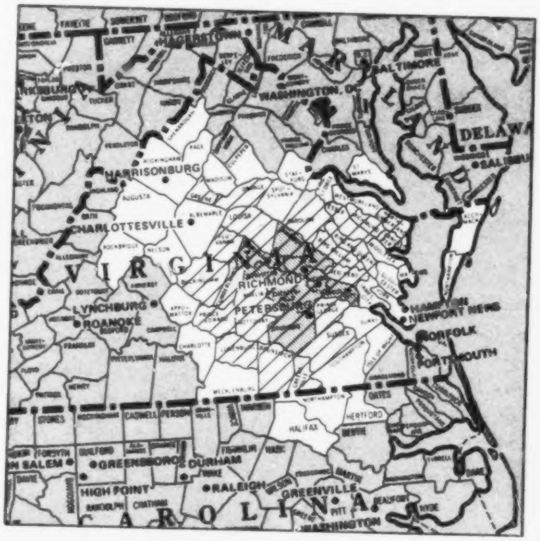
## Richmond, Va. (64)

| | |
|---|---|
| ADI TV Households | 333,300 |
| Survey Area TV Households | 690,200 |

**WTVR-TV** Richmond, Va., ch. 6, CBS
**WXEX-TV** Petersburg, Va., ch. 8, ABC
**WWBT** Richmond, Va., ch. 12, NBC
***WCVE-TV** Richmond, Va., ch. 23, ETV
***WCVW** Richmond, Va., ch. 57, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Amelia | VA | 2,700 |
| Brunswick | VA | 4,700 |
| Buckingham | VA | 3,700 |
| Caroline | VA | 5,400 |
| Charles City | VA | 1,700 |
| Chesterfield | VA | 40,700 |
| Cumberland | VA | 2,300 |
| Dinwiddie | VA | 27,600 |
| Essex | VA | 2,600 |
| Fluvanna | VA | 3,300 |
| Goochland | VA | 3,300 |
| Greene | VA | 2,100 |
| Greensville | VA | 5,100 |
| Hanover | VA | 17,500 |
| Henrico | VA | 148,000 |
| King and Queen | VA | 1,900 |
| King William | VA | 2,600 |
| Lancaster | VA | 3,500 |
| Louisa | VA | 5,700 |
| Lunenburg | VA | 4,000 |
| New Kent | VA | 2,400 |
| Northumberland | VA | 3,600 |
| Nottoway | VA | 4,800 |
| Orange | VA | 5,900 |
| Powhatan | VA | 3,400 |
| Prince Edward | VA | 4,900 |
| Prince George | VA | 14,200 |
| Richmond | VA | 2,400 |
| Sussex | VA | 3,300 |

| | |
|---|---|
| **Women** | **368,100** |
| **Men** | **331,600** |
| **Teens** | **101,000** |
| **Children** | **132,200** |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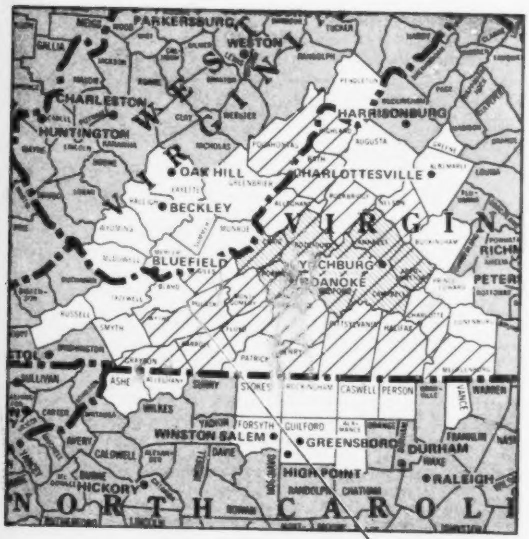
WASHINGTON, D.C.
DELAWA
SALISBURY
HARRISONBURG
CHARLOTTESVILLE
VIRGINIA
RICHMOND
LYNCHBURG
ROANOKE
PETERSBURG
NEWPORT NEWS
NORFOLK
PORTSMOUTH
GREENSBORO
DURHAM
HIGH POINT
RALEIGH
GREENVILLE
WASHINGTON
CAROLINA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WESTON
CHARLESTON
HUNTINGTON
HARRISONBURG
OAK HILL
CHARLOTTESVILLE
BECKLEY
BLUEFIELD
VIRGIN
LYNCHBURG
ROANOKE
WINSTON SALEM
GREENSBORO
DURHAM
HIGH POINT
RALEIGH
HICKORY
NORTH CAROLI

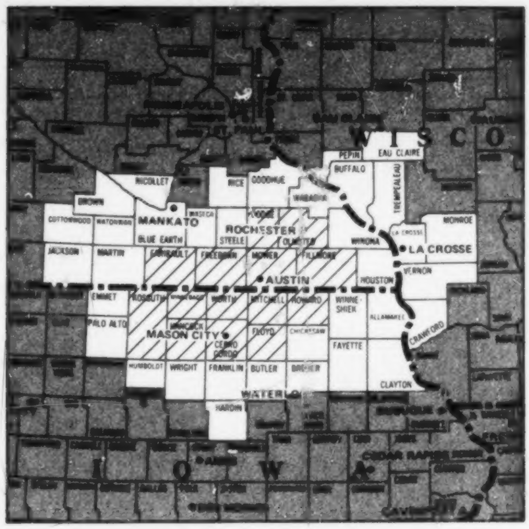
## Roanoke-Lynchburg, Va. (67)

| | |
|---|---|
| ADI TV Households | 333,300 |
| Survey Area TV Households | 856,500 |

**WDBJ-TV** Roanoke, Va., ch. 7, CBS
**WSLS-TV** Roanoke, Va., ch. 10, NBC
**WSET-TV** Lynchburg, Va., ch. 13, ABC
***WBRA-TV** Roanoke, Va., ch. 15, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Alleghany | VA | 9,500 |
| Amherst | VA | 8,100 |
| Appomattox | VA | 3,900 |
| Bath | VA | 2,100 |
| Bedford | VA | 13,300 |
| Botetourt | VA | 8,100 |
| Campbell | VA | 39,100 |
| Carroll | VA | 11,200 |
| Charlotte | VA | 4,000 |
| Craig | VA | 1,600 |
| Floyd | VA | 3,700 |
| Franklin | VA | 10,100 |
| Giles | VA | 6,000 |
| Grayson | VA | 5,700 |
| Halifax | VA | 11,600 |
| Henry | VA | 24,500 |
| Highland | VA | 900 |
| Mecklenburg | VA | 9,500 |
| Montgomery | VA | 24,200 |
| Nelson | VA | 3,600 |
| Pittsylvania | VA | 36,800 |
| Pulaski | VA | 11,100 |
| Roanoke | VA | 74,000 |
| Rockbridge | VA | 9,900 |
| Wythe | VA | 7,800 |
| Pocahontas | VA | 3,100 |

| | |
|---|---|
| **Women** | **376,500** |
| **Men** | **343,500** |
| **Teens** | **99,200** |
| **Children** | **126,400** |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COTTONWOOD
WATONWAN
BLUE EARTH
RICE
GOODHUE
DODGE
WABASHA
ROCHESTER
STEELE
OLMSTED
PEPIN
EAU CLAIRE
BUFFALO
TREMPEALEAU
WINONA
LA CROSSE
MONROE
JACKSON
MARTIN
FARIBAULT
FREEBORN
MOWER
FILLMORE
HOUSTON
VERNON
AUSTIN
EMMET
KOSSUTH
WINNEBAGO
WORTH
MITCHELL
HOWARD
WINNESHIEK
ALLAMAKEE
PALO ALTO
HANCOCK
MASON CITY
CERRO GORDO
FLOYD
CHICKASAW
FAYETTE
CRAWFORD
HUMBOLDT
WRIGHT
FRANKLIN
BUTLER
BREMER
CLAYTON
WATERLOO
HARDIN
CEDAR RAPIDS
IOWA

## Rochester, Minn.-Mason City, Iowa-Austin, Minn. (137)

| | |
|---|---|
| ADI TV Households | 132,800 |
| Survey Area TV Households | 453,400 |

**KIMT** Mason City, Iowa, ch. 3, CBS
**KAAL** Austin, Minn., ch. 6, ABC
**KTTC** Rochester, Minn., ch. 10, NBC
***KAVT-TV** Austin, Minn., ch. 15, ETV
***KYIN** Mason City, Iowa, ch. 24, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Cerro Gordo | IA | 17,600 |
| Floyd | IA | 7,200 |
| Hancock | IA | 5,200 |
| Howard | IA | 3,900 |
| Kossuth | IA | 7,900 |
| Mitchell | IA | 3,900 |
| Winnebago | IA | 5,200 |
| Worth | IA | 3,100 |
| Dodge | MN | 4,400 |
| Faribault | MN | 7,000 |
| Fillmore | MN | 8,000 |
| Freeborn | MN | 13,400 |
| Mower | MN | 14,300 |
| Olmsted | MN | 31,100 |

| | |
|---|---|
| **Women** | **141,200** |
| **Men** | **126,400** |
| **Teens** | **43,200** |
| **Children** | **53,000** |

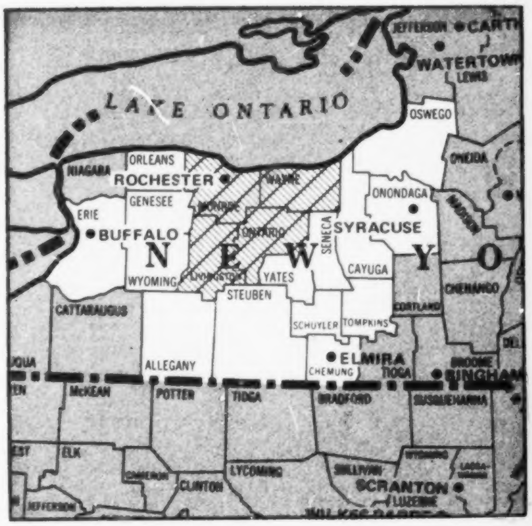
## Rochester, N.Y. (68)

| | |
|---|---|
| ADI TV Households | 328,800 |
| Survey Area TV Households | 1,102,300 |

**WROC-TV** Rochester, N.Y., ch. 8, NBC
**WHEC-TV** Rochester, N.Y., ch. 10, CBS
**WOKR** Rochester, N.Y., ch. 13, ABC
***WXXI** Rochester, N.Y., ch. 21, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Livingston | NY | 18,500 |
| Monroe | NY | 252,000 |
| Ontario | NY | 30,000 |
| Wayne | NY | 28,300 |

| | |
|---|---|
| **Women** | **346,200** |
| **Men** | **308,700** |
| **Teens** | **98,100** |
| **Children** | **135,000** |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LEWIS
LAKE ONTARIO
OSWEGO
ONEIDA
NIAGARA
ORLEANS
ROCHESTER
WAYNE
MONROE
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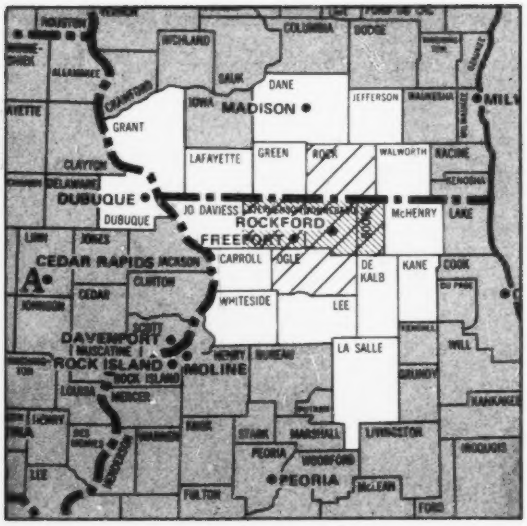
ONONDAGA
MADISON
ERIE
BUFFALO
ONTARIO
SENECA
SYRACUSE
NEW YO
WYOMING
LIVINGSTON
YATES
CAYUGA
CHENANGO
STEUBEN
CATTARAUGUS
SCHUYLER
TOMPKINS
CORTLAND
ALLEGANY
ELMIRA
CHEMUNG
TIOGA
BROOME
McKEAN
POTTER
BRADFORD
SUSQUEHANNA
ELK
CAMERON
CLINTON
LYCOMING
SULLIVAN
WYOMING
SCRANTON
LUZERNE
JEFFERSON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ALLAMAKEE
RICHLAND
COLUMBIA
DODGE
CRAWFORD
SAUK
DANE
JEFFERSON
WAUKESHA
MILWAUKEE
MIL
FAYETTE
IOWA
MADISON
GRANT
CLAYTON
LAFAYETTE
GREEN
ROCK
WALWORTH
RACINE
KENOSHA
DELAWARE
DUBUQUE
JO DAVIESS
STEPHENSON
WINNEBAGO
BOONE
McHENRY
LAKE
ROCKFORD
FREEPORT
JONES
CEDAR RAPIDS
JACKSON
CARROLL
OGLE
DE KALB
KANE
COOK
DU PAGE
CLINTON
CEDAR
JOHNSON
WHITESIDE
LEE
SCOTT
DAVENPORT
MUSCATINE
ROCK ISLAND
MOLINE
HENRY
BUREAU
LA SALLE
GRUNDY
WILL
KANKAKEE
LOUISA
MERCER
DES MOINES
HENDERSON
WARREN
KNOX
STARK
MARSHALL
PUTNAM
LIVINGSTON
IROQUOIS
PEORIA
WOODFORD
LEE
FULTON
McLEAN
FORD

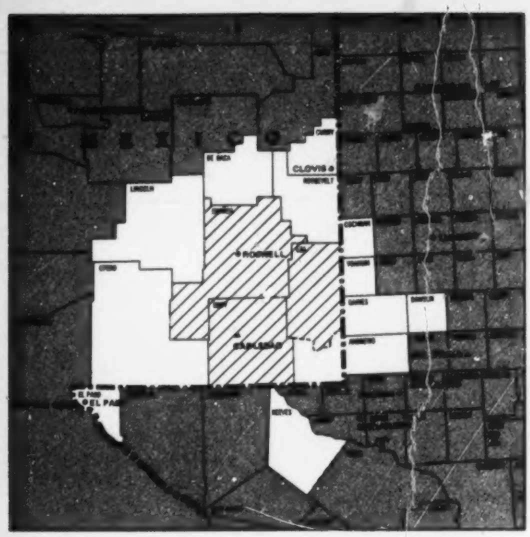
## Rockford, Ill. (104)

| | |
|---|---|
| ADI TV Households | 180,900 |
| Survey Area TV Households | 637,800 |

**WREX-TV** Rockford, Ill., ch. 13, ABC
**WTVO** Rockford, Ill., ch. 17, NBC
**WIFR-TV** Freeport, Ill., ch. 23, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Boone | IL | 9,600 |
| Ogle | IL | 14,600 |
| Stephenson | IL | 16,500 |
| Winnebago | IL | 86,200 |
| Rock | WI | 45,900 |

| | |
|---|---|
| **Women** | **177,500** |
| **Men** | **162,700** |
| **Teens** | **53,900** |
| **Children** | **74,800** |


CLOVIS
ROSWELL
CARLSBAD
EL PASO

## Roswell, N.M. (184)

| | |
|---|---|
| ADI TV Households | 50,100 |
| Survey Area TV Households | 240,900 |

**KBIM-TV** Roswell, N.M., ch. 10, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Chaves | NM | 17,800 |
| Eddy | NM | 16,400 |
| Lea North | NM | 15,900 |

| | |
|---|---|
| **Women** | **51,900** |
| **Men** | **47,700** |
| **Teens** | **17,500** |
| **Children** | **22,200** |

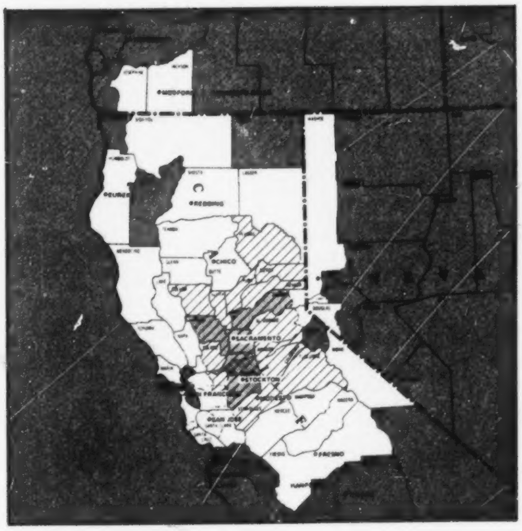
## Sacramento-Stockton, Calif. (23)

| | |
|---|---|
| ADI TV Households | 701,400 |
| Survey Area TV Households | 3,037,500 |

**KCRA-TV** Sacramento, Calif., ch. 3, NBC
***KVIE** Sacramento, Calif., ch. 6, ETV
**KXTV** Sacramento, Calif., ch. 10, CBS
**KOVR** Stockton, Calif., ch. 13, ABC
**KLOC-TV** Modesto, Calif., ch. 19, IND
**KMUV-TV** Sacramento, Calif., ch. 31, IND
**KTXL** Sacramento, Calif., ch. 40, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Amador | CA | 7,000 |
| Calaveras | CA | 7,000 |
| Colusa | CA | 4,900 |
| Contra Costa East | CA | 16,900 |
| El Dorado West | CA | 19,700 |
| Nevada | CA | 17,700 |
| Placer West | CA | 33,500 |
| Plumas | CA | 5,700 |
| Sacramento | CA | 274,000 |
| San Joaquin | CA | 102,700 |
| Sierra | CA | 1,200 |
| Soland East | CA | 42,900 |
| Stanislaus | CA | 86,900 |
| Sutter | CA | 17,700 |
| Tuolumne | CA | 11,500 |
| Yolo | CA | 36,500 |
| Yuba | CA | 15,600 |

| | |
|---|---|
| **Women** | **702,600** |
| **Men** | **667,700** |
| **Teens** | **209,200** |
| **Children** | **275,100** |

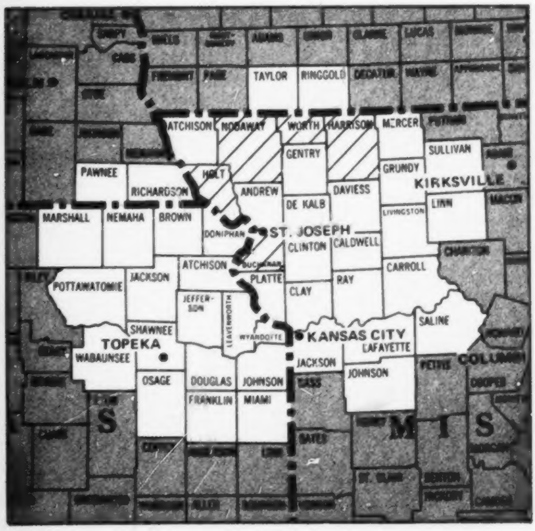

REDDING
CHICO
SACRAMENTO
STOCKTON
FRESNO

### Modesto, Calif. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**KLOC-TV** Modesto, Calif., ch. 19, IND

| | |
|---|---|
| Home county | Stanislaus |
| TV Households | 86,900 |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RINGGOLD
ATCHISON
NODAWAY
WORTH
HARRISON
MERCER
GENTRY
SULLIVAN
PAWNEE
HOLT
GRUNDY
KIRKSVILLE
RICHARDSON
ANDREW
DAVIESS
DE KALB
LINN
MARSHALL
NEMAHA
BROWN
LIVINGSTON
DONIPHAN
ST. JOSEPH
CLINTON
CALDWELL
ATCHISON
BUCHANAN
CARROLL
POTTAWATOMIE
JACKSON
PLATTE
RAY
CLAY
JEFFERSON
LEAVENWORTH
SALINE
SHAWNEE
WYANDOTTE
KANSAS CITY
TOPEKA
LAFAYETTE
WABAUNSEE
JACKSON
OSAGE
DOUGLAS
JOHNSON
JOHNSON
FRANKLIN
MIAMI
S
M I S

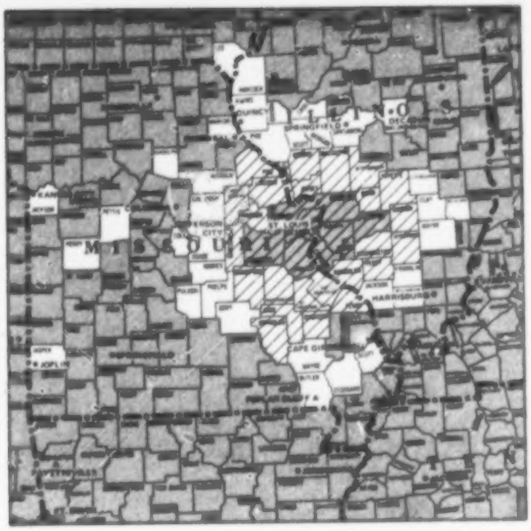
## St. Joseph, Mo. (188)

| | |
|---|---|
| ADI TV Households | 48,200 |
| Survey Area TV Households | 747,500 |

**KQTV** St. Joseph, Mo., ch. 2, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Buchanan | MO | 32,500 |
| Harrison | MO | 4,200 |
| Holt | MO | 2,800 |
| Nodaway | MO | 7,400 |
| Worth | MO | 1,300 |

| | |
|---|---|
| **Women** | **51,000** |
| **Men** | **43,800** |
| **Teens** | **12,100** |
| **Children** | **16,700** |


MISSOURI
ILLINOIS
ST. LOUIS
HARRISBURG

## St. Louis (14)

| | |
|---|---|
| ADI TV Households | 980,200 |
| Survey Area TV Households | 1,650,800 |

**KTVI** St. Louis, ch. 2, ABC
**KMOX-TV** St. Louis, ch. 4, CBS
**KSDK** St. Louis, ch. 5, NBC
***KETC** St. Louis, ch. 9, ETV
**KPLR-TV** St. Louis, ch. 11, IND
**WSOI-TV** Mount Vernon, Ill., ch. 13, satellite to KDNL-TV
**KDNL-TV** St. Louis, ch. 30, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Bond | IL | 5,100 |
| Calhoun | IL | 2,300 |
| Clinton | IL | 9,800 |
| Fayette | IL | 7,600 |
| Green | IL | 5,900 |
| Jefferson | IL | 13,500 |
| Jersey | IL | 6,600 |
| Macoupin | IL | 17,300 |
| Madison | IL | 83,900 |
| Marion | IL | 15,700 |
| Monroe | IL | 6,200 |
| Montgomery | IL | 11,700 |
| Perry | IL | 8,100 |
| Randolph | IL | 11,500 |
| St. Clair | IL | 94,400 |
| Washington | IL | 5,700 |
| Crawford | MO | 6,100 |
| Franklin | MO | 22,600 |
| Gasconade | MO | 5,300 |
| Iron | MO | 3,800 |
| Jefferson | MO | 41,000 |
| Lincoln | MO | 7,200 |
| Madison | MO | 3,400 |
| Perry | MO | 5,400 |
| Pike | MO | 6,500 |
| Reynolds | MO | 2,300 |
| St. Charles | MO | 39,600 |
| St. Francois | MO | 14,500 |
| St. Louis | MO | 498,100 |
| St. Genevieve | MO | 4,500 |
| Warren | MO | 4,800 |
| Washington | MO | 5,400 |

| | |
|---|---|
| **Women** | **1,081,400** |
| **Men** | **946,900** |
| **Teens** | **317,000** |
| **Children** | **416,800** |

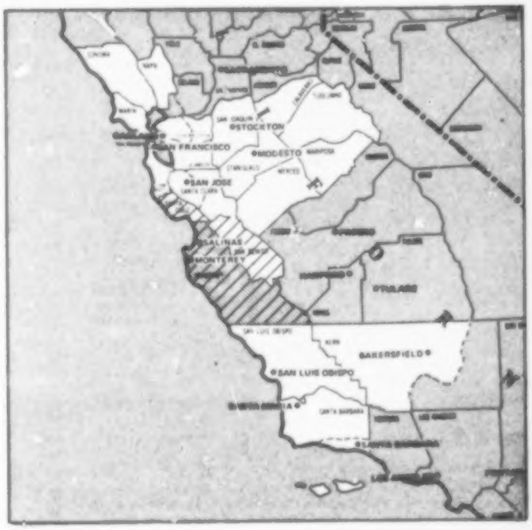
## Salinas-Monterey, Calif. (114)

| | |
|---|---|
| ADI TV Households | 157,000 |
| Survey Area TV Households | 2,413,600 |

**KSBW-TV** Salinas, Calif., ch. 8, NBC
**KNTV** San Jose, Calif., ch. 11, ABC
**KCBA** Salinas, Calif., ch. 35, IND
**KMST** Monterey, Calif., ch. 46, CBS
***KHIJ** Salinas, Calif., ch. 56, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Monterey | CA | 81,600 |
| San Benito | CA | 7,500 |
| Santa Cruz | CA | 67,900 |

| | |
|---|---|
| **Women** | **169,300** |
| **Men** | **168,000** |
| **Teens** | **45,100** |
| **Children** | **69,700** |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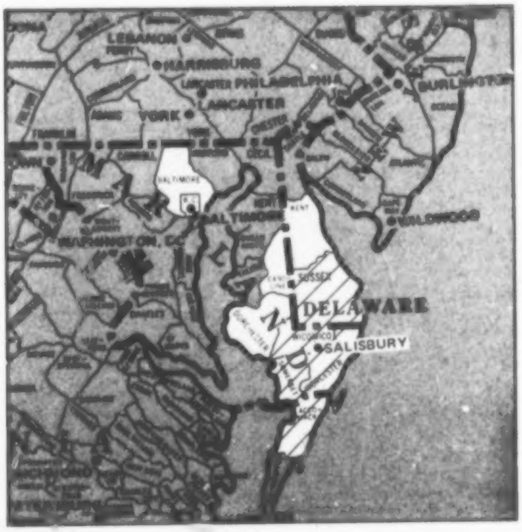
STOCKTON
MODESTO
SAN JOSE
SALINAS
MONTEREY
TULARE
BAKERSFIELD
SAN LUIS OBISPO


LEBANON
HARRISBURG
PHILADELPHIA
LANCASTER
YORK
BURLINGTON
BALTIMORE
WASHINGTON, DC
KENT
WILDWOOD
SUSSEX
DELAWARE
SALISBURY

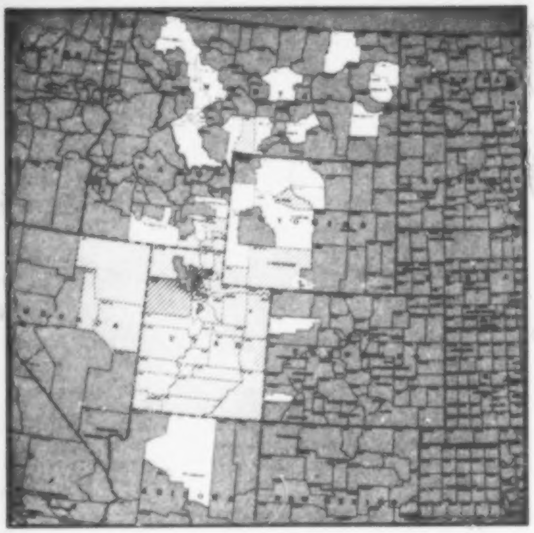
## Salisbury, Md. (161)

| | |
|---|---|
| ADI TV Households | 83,900 |
| Survey Area TV Households | 660,700 |

**WBOC-TV** Salisbury, Md., ch. 16, CBS (NBC)
***WCPB** Salisbury, Md., ch. 28, ETV
**WMDT** Salisbury, Md., ch. 47, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Sussex | DE | 33,300 |
| Somerset | MD | 6,800 |
| Wiocomico | MD | 22,200 |
| Worcester | MD | 11,900 |
| Accomack | VA | 11,900 |

| | |
|---|---|
| **Women** | **88,000** |
| **Men** | **77,300** |
| **Teens** | **23,900** |
| **Children** | **30,800** |



## Salt Lake City (47)

| | |
|---|---|
| ADI TV Households | 443,200 |
| Survey Area TV Households | 725,400 |

**KUTV** Salt Lake City, ch. 2, NBC
**KTVX** Salt Lake City, ch. 4, ABC
**KSL-TV** Salt Lake City, ch. 5, CBS
***KUED** Salt Lake City, ch. 7, ETV
***KBYU-TV** Provo, Utah, ch. 11, ETV
**KTUX** Rock Springs, Wyo., ch. 13, IND
**KSTU** Salt Lake City, ch. 20, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Bear Lake | ID | 2,500 |
| Caribou | ID | 2,400 |
| Franklin | ID | 3,100 |
| Oneida | ID | 1,200 |
| Park | MT | 4,800 |
| Elko | NV | 5,300 |
| Eureka | NV | 400 |
| White Pine | NV | 3,000 |
| Beaver | UT | 1,400 |
| Box Elder | UT | 9,800 |
| Cache | UT | 15,500 |
| Carbon | UT | 7,800 |
| Daggett | UT | 300 |
| Davis | UT | 33,600 |
| Duchesne | UT | 3,600 |
| Emery | UT | 3,000 |
| Garfield | UT | 1,100 |
| Grand | UT | 1,900 |
| Iron | UT | 4,300 |
| Juab | UT | 1,700 |
| Kane | UT | 1,000 |
| Millard | UT | 2,700 |
| Morgan | UT | 1,500 |
| Piute | UT | 400 |
| Rich | UT | 500 |
| Salt Lake | UT | 178,200 |
| San Juan | UT | 2,700 |
| Sanpete | UT | 4,800 |
| Sevier | UT | 4,800 |
| Summit | UT | 2,400 |
| Tooele | UT | 7,400 |
| Uintah | UT | 5,800 |
| Utah | UT | 52,100 |
| Wasatch | UT | 2,000 |
| Washington | UT | 6,000 |
| Wayne | UT | 500 |
| Weber | UT | 44,600 |
| Hot Springs | WY | 1,900 |
| Sweetwater | WY | 14,100 |
| Uinta | WY | 3,100 |

| | |
|---|---|
| **Women** | **471,400** |
| **Men** | **448,000** |
| **Teens** | **157,800** |
| **Children** | **263,300** |

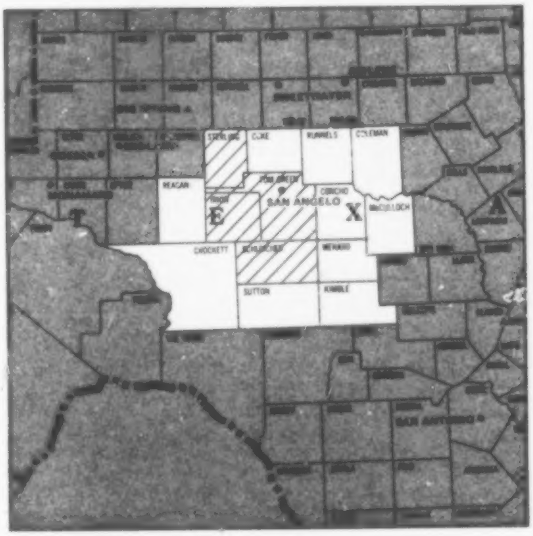
## San Angelo, Tex. (198)

| | |
|---|---|
| ADI TV Households | 30,500 |
| Survey Area TV Households | 61,900 |

**KCTV** San Angelo, Tex., ch. 8, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Irion | TX | 400 |
| Schleicher | TX | 900 |
| Sterling | TX | 400 |
| Tom Green | TX | 28,800 |

| | |
|---|---|
| **Women** | **31,000** |
| **Men** | **27,900** |
| **Teens** | **8,200** |
| **Children** | **11,900** |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STERLING
COKE
RUNNELS
COLEMAN
REAGAN
IRION
TOM GREEN
SAN ANGELO
CONCHO
McCULLOCH
CROCKETT
SCHLEICHER
MENARD
SUTTON
KIMBLE
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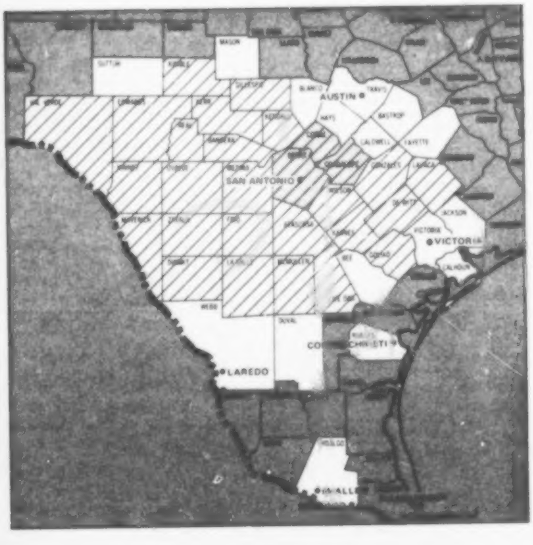
SAN ANTONIO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KIMBLE
MASON
AUSTIN
BASTROP
CALDWELL
FAYETTE
SAN ANTONIO
VICTORIA
LAREDO
DUVAL
CORPUS CHRISTI
McALLEN

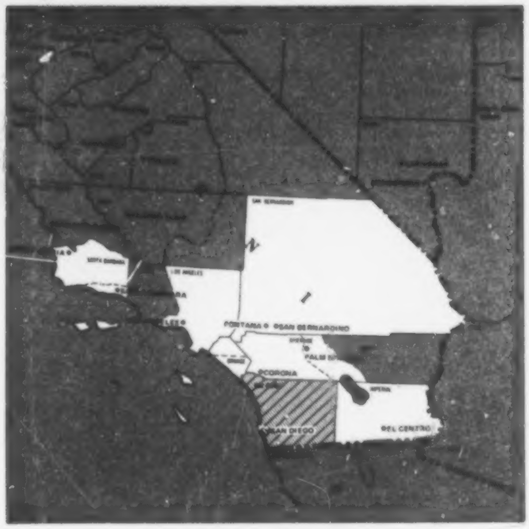
## San Antonio, Tex. (51)

| | |
|---|---|
| ADI TV Households | 419,300 |
| Survey Area TV Households | 769,900 |

**KMOL-TV** San Antonio, Tex., ch. 4, NBC
**KENS-TV** San Antonio, Tex., ch. 5, CBS
***XLRN** San Antonio, Tex., ch. 9, ETV
**KSAT-TV** San Antonio, Tex., ch. 12, ABC
**KWEX-TV** San Antonio, Tex., ch. 41, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Atascosa | TX | 6,100 |
| Bandera | TX | 2,600 |
| Bexar | TX | 295,600 |
| Comal | TX | 11400 |
| De Witt | TX | 6,900 |
| Dimmit | TX | 2,800 |
| Edwards | TX | 900 |
| Frio | TX | 3,600 |
| Gillespie | TX | 4,000 |
| Goliad | TX | 1,700 |
| Gonzales | TX | 5,500 |
| Guadalupe | TX | 13,400 |
| Karnes | TX | 3,900 |
| Kendall | TX | 3,400 |
| Kerr | TX | 9,100 |
| Kimble | TX | 1,600 |
| Kinney | TX | 600 |
| La Salle | TX | 1,600 |
| Lavaca | TX | 6,500 |
| Live Oak | TX | 2,400 |
| McMullen | TX | 300 |
| Maverick | TX | 5,800 |
| Medina | TX | 6,500 |
| Real | TX | 700 |
| Uvalde | TX | 6,100 |
| Val Verde | TX | 9,100 |
| Wilson | TX | 4,500 |
| Zavala | TX | 2,700 |

| | |
|---|---|
| **Women** | **467,900** |
| **Men** | **423,400** |
| **Teens** | **147,700** |
| **Children** | **228,700** |


SANTA BARBARA
LOS ANGELES
FONTANA
SAN BERNARDINO
PALM SPRINGS
CORONA
SAN DIEGO
EL CENTRO

## San Diego (25)

| | |
|---|---|
| ADI TV Households | 675,100 |
| Survey Area TV Households | 4,498,700 |

**XETV** Tijuana, Mexico, ch. 6, IND
**KFMB-TV** San Diego, ch. 8, CBS
**KGTV** San Diego, ch. 10, ABC
***KPBS-TV** San Diego, ch. 15, ETV
**KCST-TV** San Diego, ch. 39, NBC

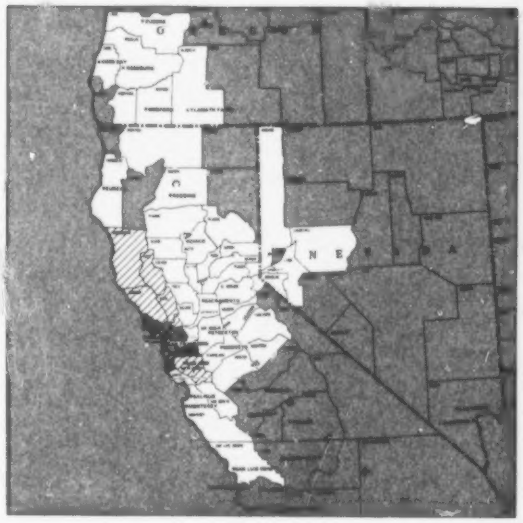
| ADI Counties | State | TV Households |
|---|---|---|
| San Diego | CA | 675,100 |
| **Women** | | **629,900** |
| **Men** | | **651,700** |
| **Teens** | | **168,900** |
| **Children** | | **251,600** |

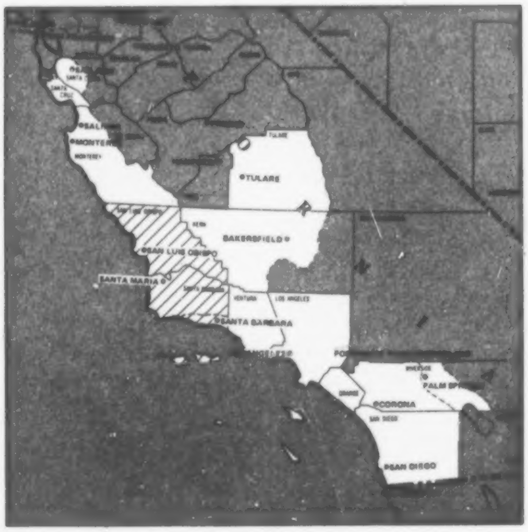
## San Francisco (5)

| | |
|---|---|
| ADI TV Households | [illegible] |
| Survey Area TV Households | [illegible] |

**KTVU** Oakland, Calif., ch. 2, IND
**KRON-TV** San Francisco, ch. 4, NBC
**KPIX** San Francisco, ch. 5, CBS
**KGO-TV** San Francisco, ch. 7, ABC
***KQED** San Francisco, ch. 9, ETV
***KCSM-TV** San Mateo, Calif., ch. 14, ETV
**KEMO-TV** San Francisco, ch. 20, IND
**KTSF-TV** San Francisco, ch. 26, IND
**KQEC** San Francisco, ch. 32, ETV
**KGSC-TV** San Jose, Calif., ch. 36, IND
**KVOF-TV** San Francisco, ch. 38, IND
**KBHK-TV** San Francisco, ch. 44, IND
**KSTS** San Jose, Calif., ch. 48, IND
***KTEH** San Jose, Calif., ch. 54, IND
**KDTV** San Francisco, ch. 60, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Alameda | CA | 432,000 |
| Contra Costa West | CA | 207,000 |
| Lake | CA | 12,600 |
| Marin | CA | 84,600 |
| Mendocino | CA | 22,100 |
| Napa | CA | 34,600 |
| San Francisco | CA | 290,500 |
| San Mateo | CA | 225,500 |
| Santa Clara East | CA | 12,600 |
| Santa Clara West | CA | 428,800 |
| Soland West | CA | 31,200 |
| Sonoma | CA | 102,100 |
| **Women** | | **1,852,100** |
| **Men** | | **[illegible]** |
| **Teens** | | **[illegible]** |
| **Children** | | **[illegible]** |



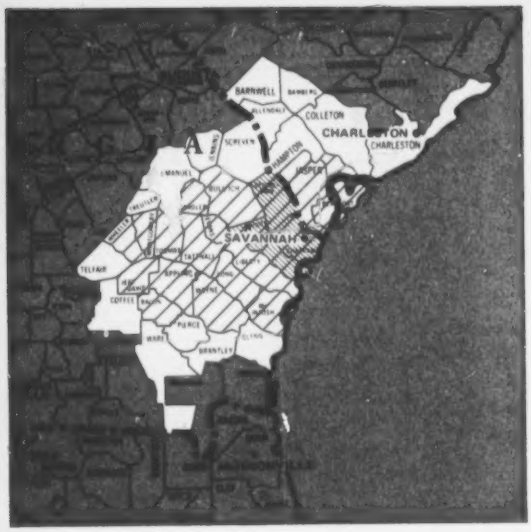

MONTEREY
TULARE
BAKERSFIELD
SAN LUIS OBISPO
SANTA MARIA
SANTA BARBARA
LOS ANGELES
PALM SPRINGS
CORONA
SAN DIEGO

## Santa Barbara-Santa Maria-San Luis Obispo, Calif. (116)

| | |
|---|---|
| ADI TV Households | 155,400 |
| Survey Area TV Households | 5,414,000 |

**KEYT** Santa Barbara, Calif., ch. 3, ABC
**KSBY** San Luis Obispo, Calif., ch. 6 NBC
**KCOY-TV** Santa Maria, Calif., ch. 12, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| San Luis Obispo | CA | 53,500 |
| Santa Barbara North | CA | 45,400 |
| Santa Barbara South | CA | 56,500 |
| **Women** | | **161,400** |
| **Men** | | **157,800** |
| **Teens** | | **41,600** |
| **Children** | | **53,300** |


BARNWELL
BAMBERG
ALLENDALE
COLLETON
CHARLESTON
CHARLESTON
SCREVEN
HAMPTON
JASPER
EMANUEL
BULLOCH
TREUTLEN
WHEELER
SAVANNAH
TELFAIR
TATTNALL
APPLING
WAYNE
COFFEE
PIERCE
WARE
BRANTLEY
GLYNN
JACKSONVILLE

## Savannah, Ga. (120)

| | |
|---|---|
| ADI TV Households | 150,500 |
| Survey Area TV Households | 310,800 |

**WSAV-TV** Savannah, Ga., ch. 3, NBC
***WVAN-TV** Savannah, Ga., ch. 9, ETV
**WTOC-TV** Savannah, Ga., ch. 11, CBS
**WJWJ** Savannah, Ga., ch. 16 ETV
**WJCL** Savannah, Ga., ch. 22, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Appling | GA | 4,900 |
| Bacon | GA | 3,000 |
| Bryan | GA | 2,700 |
| Bulloch | GA | 11,400 |
| Candler | GA | 2,300 |
| Chatham | GA | 63,200 |
| Effingham | GA | 5,100 |
| Evans | GA | 2,800 |
| Jeff Davis | GA | 3,500 |
| Liberty | GA | 7,200 |
| Long | GA | 1,100 |
| McIntosh | GA | 2,700 |
| Montgomery | GA | 1,700 |
| Tattnall | GA | 4,900 |
| Toombs | GA | 7,000 |
| Wayne | GA | 6,000 |
| Wheeler | GA | 1,800 |
| Beaufort | SC | 15,200 |
| Jasper | SC | 4,000 |

| | |
|---|---|
| **Women** | **163,500** |
| **Men** | **166,700** |
| **Teens** | **51,700** |
| **Children** | **76,800** |

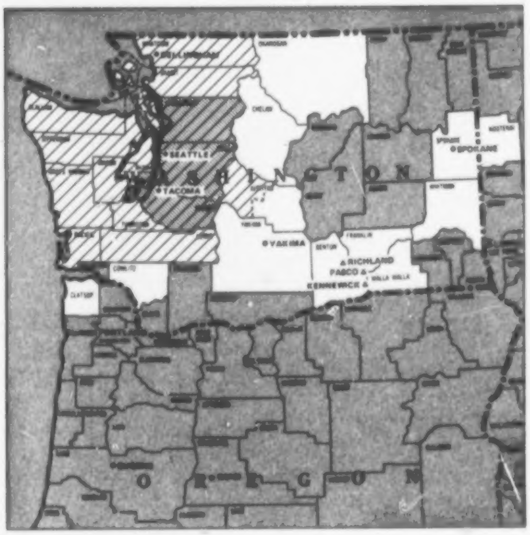
## Seattle-Tacoma, Wash. (17)

| | |
|---|---|
| ADI TV Households | 914,800 |
| Survey Area TV Households | 1,169,900 |

**KOMO-TV** Seattle, ch. 4, ABC
**KING-TV** Seattle, ch. 5, NBC
**KIRO-TV** Seattle, ch. 7, CBS
***KCTS-TV** Seattle, ch. 9, ETV
**KSTW** Tacoma, ch. 11, IND
**KVOS-TV** Bellingham, ch. 12, CBS
***KCPQ-TV** Tacoma, Wash., ch. 13, ETV
***KTPS** Tacoma, Wash., ch. 62, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Clallam | WA | 15,200 |
| Grays Harbor | WA | 22,500 |
| Island | WA | 13,900 |
| Jefferson | WA | 5,000 |
| King | WA | 439,900 |
| Kitsap | WA | 45,500 |
| Kittitas West | WA | 1,400 |
| Lewis | WA | 17,800 |
| Mason | WA | 8,900 |
| Pacific | WA | 5,900 |
| Pierce | WA | 144,800 |
| San Juan | WA | 2,600 |
| Skagit | WA | 19,600 |
| Snohomish | WA | 97,900 |
| Thurston | WA | 41,200 |
| Whatcom | WA | 32,700 |

| | |
|---|---|
| **Women** | **915,000** |
| **Men** | **861,800** |
| **Teens** | **253,200** |
| **Children** | **337,900** |

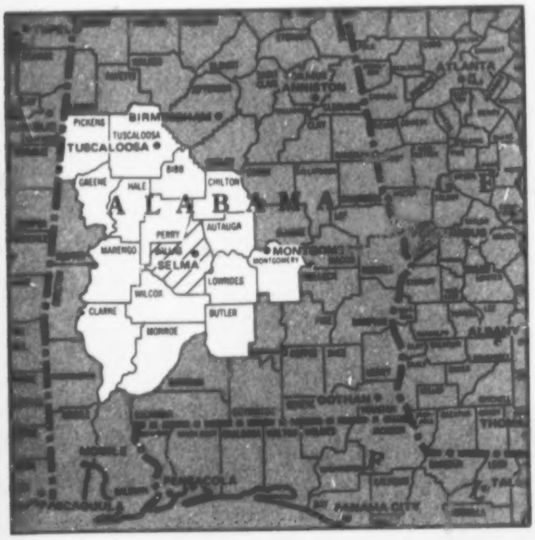

BELLINGHAM
SEATTLE
TACOMA
WASHINGTON
YAKIMA
RICHLAND
PASCO
KENNEWICK
WALLA WALLA
SPOKANE
OREGON

### Bellingham, Wash. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**KVOS-TV** Bellingham, Wash., ch. 12, CBS

| | |
|---|---|
| Home county | Whatcom |
| TV Households | 32,700 |


ATLANTA
ANNISTON
BIRMINGHAM
PICKENS
TUSCALOOSA
TUSCALOOSA
BIBB
GREENE
HALE
CHILTON
ALABAMA
PERRY
AUTAUGA
MARENGO
DALLAS
SELMA
MONTGOMERY
MONTGOMERY
LOWNDES
WILCOX
CLARKE
MONROE
BUTLER
ALBANY
DOTHAN
MOBILE
PENSACOLA
PASCAGOULA
PANAMA CITY

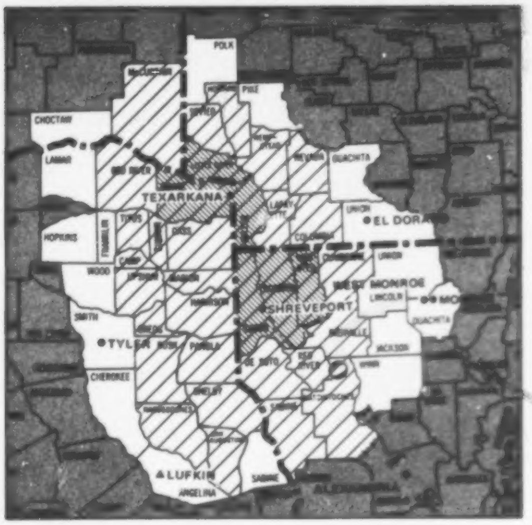
## Selma, Ala. (208)

| | |
|---|---|
| ADI TV Households | 17,700 |
| Survey Area TV Households | 330,500 |

**WSLA** Selma, Ala., ch. 8, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Dallas | AL | 17,700 |

| | |
|---|---|
| **Women** | **19,600** |
| **Men** | **15,800** |
| **Teens** | **6,300** |
| **Children** | **10,600** |



## Shreveport, La.-Texarkana, Tex. (58)

| | |
|---|---|
| ADI TV Households | 378,000 |
| Survey Area TV Households | 592,400 |

**KTBS-TV** Shreveport, La., ch. 3, ABC
**KTAL-TV** Texarkana, Tex., ch. 6, NBC
**KSLA-TV** Shreveport, La., ch. 12, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Columbia | AR | 8,600 |
| Hempstead* | AR | 7,100 |
| Howard | AR | 4,800 |
| Lafayette | AR | 3,200 |
| Little River | AR | 3,700 |
| Miller | AR | 11,500 |
| Nevada | AR | 3,700 |
| Sevier | AR | 4,400 |
| Bienville | LA | 5,700 |
| Bossier | LA | 23,100 |
| Caddo | LA | 83,500 |
| Claiborne | LA | 5,200 |
| De Soto | LA | 7,500 |
| Natchitoches | LA | 10,400 |
| Red River | LA | 3,000 |
| Sabine | LA | 6,000 |
| Webster | LA | 13,700 |
| McCurtain | OK | 12,400 |
| Bowie | TX | 27,300 |
| Camp | TX | 2,900 |
| Cass | TX | 9,300 |
| Gregg | TX | 31,400 |
| Harrison | TX | 15,300 |
| Marion | TX | 2,800 |
| Morris | TX | 4,700 |
| Nacogdoches | TX | 13,900 |
| Panola | TX | 6,900 |
| Red River | TX | 5,000 |
| Rusk | TX | 14,400 |
| San Augustine | TX | 2,900 |
| Shelby | TX | 7,300 |
| Titus | TX | 7,100 |
| UPSHIR | TX | 9,300 |

| | |
|---|---|
| **Women** | **411,200** |
| **Men** | **357,300** |
| **Teens** | **118,900** |
| **Children** | **162,200** |

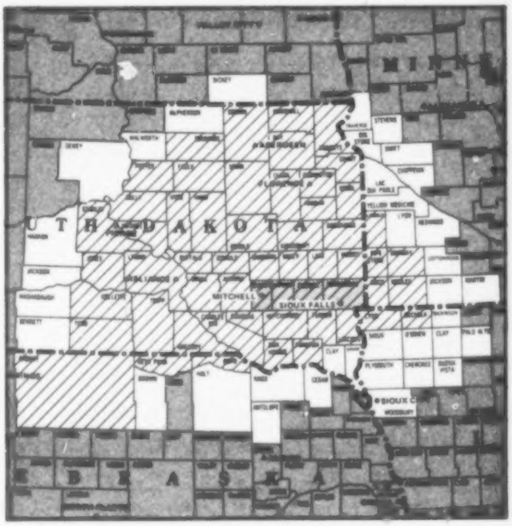
## Sioux Falls-Mitchell, S.D. (95)

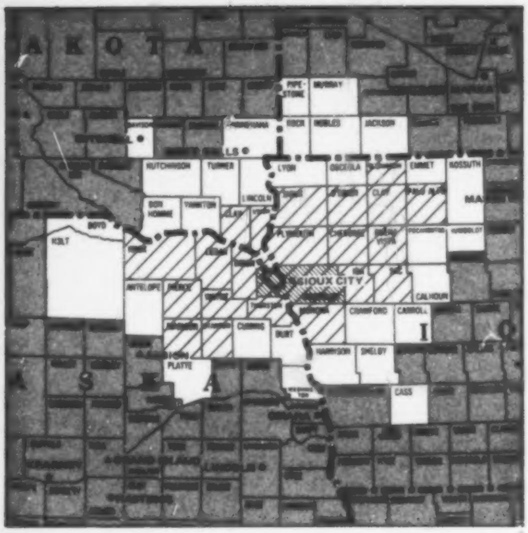
| | |
|---|---|
| ADI TV Households | 199,400 |
| Survey Area TV Households | 375,500 |

**KXON-TV** Mitchell, S.D., ch. 5, ABC
***KESD-TV** Brookings, S.D., ch. 8, ETV
***KTSD-TV** Pierre, S.D., ch. 10, ETV
**KELO-TV** Sioux Falls, S.D., ch. 11, CBS
**KDLO-TV** Florence, S.D., ch. 3, satellite to KELO-TV
**KPLO-TV** Reliance, S.D., ch. 6, satellite to KELO-TV
***KRNE-TV** Merriman, Neb., ch. 12, ETV
**KSFY-TV** Sioux Falls, S.D., ch. 13, NBC
**KPRY-TV** Pierre, S.D., ch. 4, satellite to KSFY-TV
**KABY-TV** Aberdeen, S.D., ch. 9, satellite to KSFY-TV
***KDSD-TV** Aberdeen, S.D., ch. 16, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Lyon | IA | 4,300 |
| Osceola | IA | 2,700 |
| Lincoln | MN | 2,900 |
| Murray | MN | 4,200 |
| Nobles | MN | 7,800 |
| Pipestone | MN | 4,400 |
| Rock | MN | 3,800 |
| Boyd | NE | 1,100 |
| Cherry | NE | 2,300 |
| Keya Paha | NE | 400 |
| Aurora | SD | 1,300 |
| Beadle | SD | 6,900 |
| Bon Homme | SD | 3,100 |
| Brookings | SD | 7,000 |
| Brown | SD | 13,400 |
| Brule | SD | 1,700 |
| Buffalo | SD | 500 |
| Charles Mix | SD | 3,500 |
| Clark | SD | 2,300 |
| Codington | SD | 7,400 |
| Davison | SD | 6,200 |
| Day | SD | 3,100 |
| Deuel | SD | 1,700 |
| Douglas | SD | 1,100 |
| Edmunds | SD | 1,600 |
| Faulk | SD | 1,100 |
| Grant | SD | 3,100 |
| Gregory | SD | 2,500 |
| Hamlin | SD | 2,300 |
| Hand | SD | 1,800 |
| Hanson | SD | 1,200 |
| Hughes | SD | 5,200 |
| Hutchinson | SD | 3,300 |
| Hyde | SD | 800 |
| Jerauld | SD | 1,000 |
| Jones | SD | 600 |
| Kingsbury | SD | 2,300 |
| Lake | SD | 3,800 |
| Lincoln | SD | 5,000 |
| Lyman | SD | 1,300 |
| McCook | SD | 2,400 |
| Marshall | SD | 2,000 |
| Mellette | SD | 700 |
| Miner | SD | 1,300 |
| Minnehaha | SD | 35,800 |
| Moody | SD | 2,400 |
| Potter | SD | 1,300 |
| Roberts | SD | 3,600 |
| Sanborn | SD | 1,100 |
| Spink | SD | 3,300 |
| Stanley | SD | 700 |
| Sully | SD | 800 |
| Todd | SD | 1,700 |
| Tripp | SD | 2,700 |
| Turner | SD | 4,000 |
| Yankton | SD | 5,600 |

| | |
|---|---|
| **Women** | **210,000** |
| **Men** | **196,100** |
| **Teens** | **68,000** |
| **Children** | **80,800** |




SIOUX CITY
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S K A
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MURRAY
ROCK
NOBLES
JACKSON
HUTCHINSON
TURNER
LYON
OSCEOLA
EMMET
KOSSUTH
LINCOLN
CLAY
CALHOUN
CRAWFORD
CARROLL
HARRISON
SHELBY
CASS
PLATTE

## Sioux City, Iowa (121)

| | |
|---|---|
| ADI TV Households | 149,600 |
| Survey Area TV Households | 330,100 |

***KUSD-TV** Vermillion, S.D., ch. 2, ETV
**KTIV** Sioux City, Iowa, ch. 4, NBC
**KCAU-TV** Sioux City, Iowa, ch. 9, ABC
**KMEG** Sioux City, Iowa, ch. 14, CBS
***KXNE-TV** Norfolk, Neb., ch. 19, ETV
***KSIN** Sioux City, Iowa, ch. 27, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Buena Vista | IA | 7,600 |
| Cherokee | IA | 5,700 |
| Clay | IA | 6,900 |
| Dickinson | IA | 5,100 |
| Ida | IA | 3,200 |
| Monona | IA | 4,600 |
| O'Brien | IA | 6,200 |
| Palo Alto | IA | 4,500 |
| Plymouth | IA | 8,300 |
| Sac | IA | 5,700 |
| Sioux | IA | 9,400 |
| Woodbury | IA | 36,400 |
| Cedar | NE | 3,500 |
| Dakota | NE | 5,800 |
| Dixon | NE | 2,800 |
| Knox | NE | 3,800 |
| Madison | NE | 10,800 |
| Pierce | NE | 3,200 |
| Stanton | NE | 2,400 |
| Thurston | NE | 2,300 |
| Wayne | NE | 3,000 |
| Clay | SD | 4,300 |
| Union | SD | 4,100 |

| | |
|---|---|
| **Women** | **157,900** |
| **Men** | **143,000** |
| **Teens** | **49,400** |
| **Children** | **60,300** |

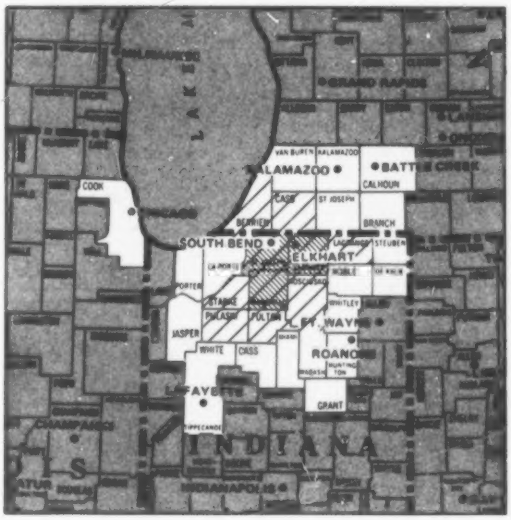
## South Bend-Elkhart, Ind. (82)

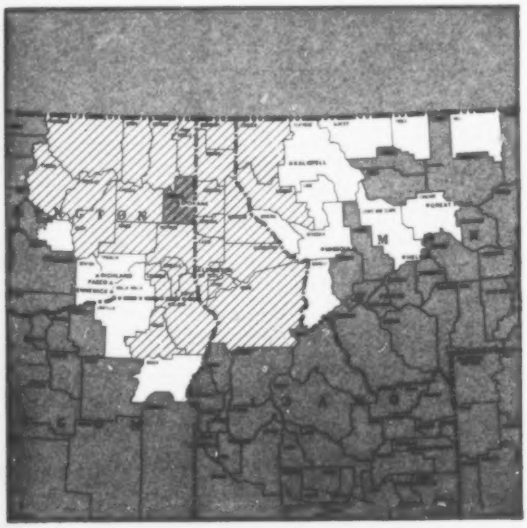
| | |
|---|---|
| ADI TV Households | 253,500 |
| Survey Area TV Households | 2,467,600 |

**WNDU-TV** South Bend, Ind., ch. 16, NBC
**WSBT-TV** South Bend, Ind., ch. 22, CBS
**WSJV** Elkhart, Ind., ch. 28, ABC
***WNIT-TV** South Bend, Ind., ch. 34, ETV
**WHME-TV** South Bend, Ind., ch. 46, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Elkhart | IN | 44,700 |
| Fulton | IN | 6,000 |
| Kosciusko | IN | 18,300 |
| La Grange | IN | 6,800 |
| Marshall | IN | 12,700 |
| Pulaski | IN | 4,100 |
| St. Joseph | IN | 78,400 |
| Starke | IN | 7,100 |
| Berrien | MI | 59,800 |
| Cass | MI | 15,600 |

| | |
|---|---|
| **Women** | **269,500** |
| **Men** | **247,200** |
| **Teens** | **79,900** |
| **Children** | **113,200** |


LAKE MI
GRAND RAPIDS
KALAMAZOO
BATTLE CREEK
VAN BUREN
KALAMAZOO
CALHOUN
COOK
CASS
ST JOSEPH
BERRIEN
BRANCH
SOUTH BEND
ELKHART
LAGRANGE
STEUBEN
NOBLE
DE KALB
PORTER
LA PORTE
STARKE
PULASKI
FULTON
WHITLEY
JASPER
WHITE
CASS
FT. WAYNE
ROANOKE
WABASH
HUNTINGTON
GRANT
LAFAYETTE
TIPPECANOE
INDIANA
INDIANAPOLIS
CHAMPAIGN


N G T O N
M
SPOKANE

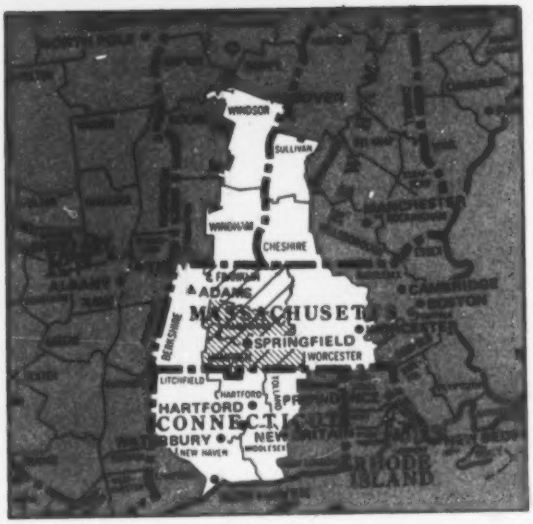
## Spokane, Wash. (73)

| | |
|---|---|
| ADI TV Households | 292,400 |
| Survey Area TV Households | 478,000 |

**KREM-TV** Spokane, Wash., ch. 2, CBS
**KXLY-TV** Spokane, Wash., ch. 4, ABC
**KHQ-TV** Spokane, Wash., ch. 6, NBC
***KSPS-TV** Spokane, Wash., ch. 7, ETV
***KWSU-TV** Pullman, Wash., ch. 10, ETV
***KUID-TV** Moscow, Idaho, ch. 12, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Benewah | ID | 2,800 |
| Bonner | IN | 8,400 |
| Boundary | IN | 2,400 |
| Clearwater | IN | 3,500 |
| Idaho | ID | 4,300 |
| Kootenai | ID | 19,800 |
| Latah | ID | 9,400 |
| Lewis | ID | 1,700 |
| Nez Perce | ID | 11,400 |
| Shoshone | ID | 6,600 |
| Lincoln | MT | 5,200 |
| Sanders | MT | 3,400 |
| Union | OR | 8,200 |
| Wallowa | OR | 2,500 |
| Adams | WA | 4,800 |
| Asotin | WA | 5,200 |
| Chelan | WA | 15,500 |
| Columbia | WA | 1,400 |
| Douglas | WA | 7,100 |
| Ferry | WA | 2,000 |
| Garfield | WA | 900 |
| Grant | WA | 15,900 |
| Lincoln | WA | 3,600 |
| Okanogan | WA | 9,600 |
| Pend Oreille | WA | 2,700 |
| Spokane | WA | 113,800 |
| Stevens | WA | 8,300 |
| Whitman | WA | 12,000 |

| | |
|---|---|
| **Women** | **295,300** |
| **Men** | **284,800** |
| **Teens** | **87,600** |
| **Children** | **117,800** |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SULLIVAN
MANCHESTER
WINDHAM
CHESHIRE
FRANKLIN
ADAMS
ALBANY
MASSACHUSETTS
BERKSHIRE
SPRINGFIELD
WORCESTER
CAMBRIDGE
BOSTON
LITCHFIELD
HARTFORD
TOLLAND
HARTFORD
CONNECTICUT
WATERBURY
NEW HAVEN
MIDDLESEX
NEW BRITAIN
RHODE ISLAND

## Springfield, Mass. (86)

| | |
|---|---|
| ADI TV Households | 221,300 |
| Survey Area TV Households | 1,213,500 |

**WWLP** Springfield, Mass., ch. 22, NBC
**WHYN-TV** Springfield, Mass., ch. 40, ABC
***WGBY-TV** Springfield, Mass., ch. 57, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Franklin | MA | 23,500 |
| Hampden | MA | 158,900 |
| Hampshire | MA | 38,900 |

| | |
|---|---|
| **Women** | **249,400** |
| **Men** | **217,700** |
| **Teens** | **67,400** |
| **Children** | **82,400** |

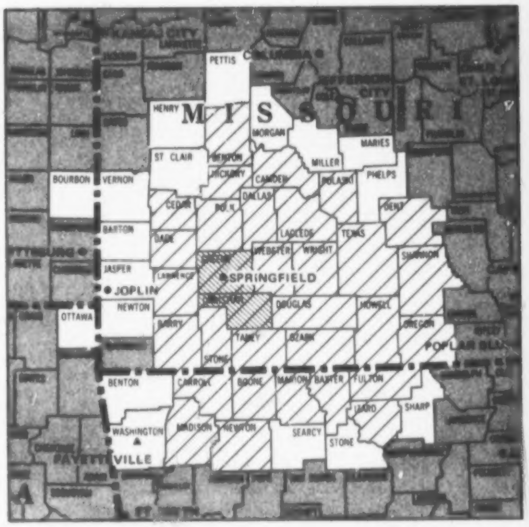
## Springfield, Mo. (83)

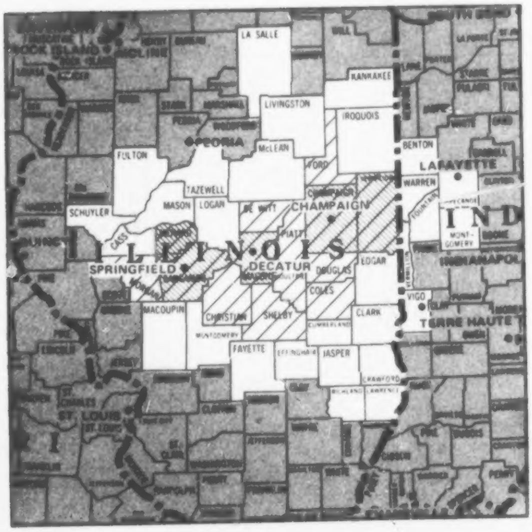
| | |
|---|---|
| ADI TV Households | 248,700 |
| Survey Area TV Households | 422,800 |

**KYTV** Springfield, Mo., ch. 3, NBC
**KOLR-TV** Springfield, Mo., ch. 10, CBS
***KOZK** Springfield, Mo., ch. 21, ETV
**KMTC** Springfield, Mo., ch. 27, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Baxter | AR | 10,600 |
| Boone | AR | 8,900 |
| Carroll | AR | 5,500 |
| Fulton | AR | 3,000 |
| Izard | AR | 3,800 |
| Madison | AR | 3,500 |
| Marion | AR | 4,900 |
| Newton | AR | 2,500 |
| Barry | MO | 8,700 |
| Benton | MO | 5,300 |
| Camden | MO | 7,300 |
| Cedar | MO | 4,200 |
| Christian | MO | 8,200 |
| Dade | MO | 3,200 |
| Dallas | MO | 4,600 |
| Dent | MO | 4,100 |
| Douglas | MO | 4,100 |
| Greene | MO | 64,200 |
| Hickory | MO | 2,700 |
| Howell | MO | 10,700 |
| Laclede | MO | 8,600 |
| Lawrence | MO | 10,800 |
| Oregon | MO | 3,900 |
| Ozark | MO | 3,000 |
| Polk | MO | 7,400 |
| Pulaski | MO | 8,700 |
| Shannon | MO | 2,500 |
| Stone | MO | 5,500 |
| Taney | MO | 7,500 |
| Texas | MO | 8,100 |
| Webster | MO | 6,800 |
| Wright | MO | 5,900 |

| | |
|---|---|
| **Women** | **257,000** |
| **Men** | **247,600** |
| **Teens** | **6[illegible],600** |
| **Children** | **89,100** |


KANSAS CITY
PETTIS
HENRY
MISSOURI
MORGAN
MILLER
MARIES
ST CLAIR
BENTON
HICKORY
CAMDEN
PULASKI
PHELPS
BOURBON
VERNON
CEDAR
POLK
DALLAS
DENT
BARTON
DADE
LACLEDE
TEXAS
WEBSTER
WRIGHT
SHANNON
JASPER
GREENE
SPRINGFIELD
JOPLIN
LAWRENCE
NEWTON
CHRISTIAN
DOUGLAS
HOWELL
OTTAWA
BARRY
TANEY
OZARK
OREGON
STONE
POPLAR BLUFF
BENTON
CARROLL
BOONE
MARION
BAXTER
FULTON
IZARD
SHARP
WASHINGTON
MADISON
NEWTON
SEARCY
STONE
FAYETTEVILLE


ROCK ISLAND
MOLINE
LA SALLE
KANKAKEE
LIVINGSTON
IROQUOIS
PEORIA
FULTON
McLEAN
BENTON
LAFAYETTE
TAZEWELL
FORD
WARREN
SCHUYLER
MASON
LOGAN
DE WITT
CHAMPAIGN
CASS
ILLINOIS
PIATT
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SPRINGFIELD
DECATUR
DOUGLAS
EDGAR
MONTGOMERY
INDIANAPOLIS
COLES
MACOUPIN
CHRISTIAN
SHELBY
CLARK
VIGO
TERRE HAUTE
MONTGOMERY
CUMBERLAND
FAYETTE
EFFINGHAM
JASPER
CRAWFORD
ST LOUIS

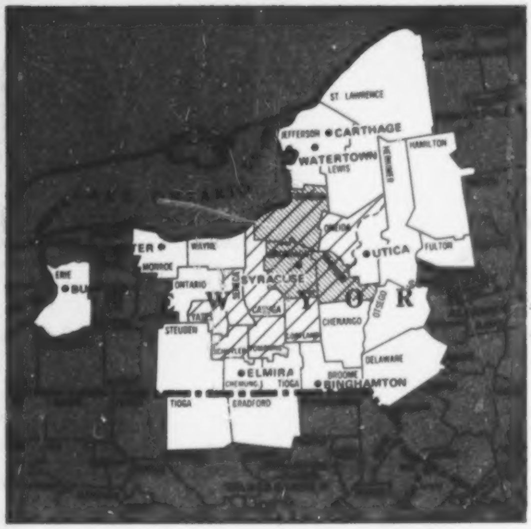
## Springfield-Decatur-Champaign, Ill. (72)

| | |
|---|---|
| ADI TV Households | 294,000 |
| Survey Area TV Households | 701,600 |

**WCIA** Champaign, Ill., ch 3, CBS
***WILL-TV** Urbana, Ill., ch. 12, ETV
***WJPT** Jacksonville, Ill., ch. 14, ETV
**WAND** Decatur, Ill., ch. 17, ABC
**WICS** Springfield, Ill., ch. 20, NBC
**WICD** Champaign, Ill., ch. 15, satellite to WICS
**WBHW** Springfield, Ill., ch. 55, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Champaign | IL | 57,100 |
| Christian | IL | 13,700 |
| Coles | IL | 16,700 |
| De Witt | IL | 6,200 |
| Douglas | IL | 7,000 |
| Ford | IL | 5,100 |
| Macon | IL | 48,300 |
| Menard | IL | 4,300 |
| Morgan | IL | 12,200 |
| Moultrie | IL | 4,800 |
| Piatt | IL | 6,000 |
| Sangamon | IL | 66,900 |
| Shelby | IL | 8,700 |
| Vermilion | IL | 37,000 |

| | |
|---|---|
| **Women** | **305,300** |
| **Men** | **276,300** |
| **Teens** | **80,600** |
| **Children** | **114,000** |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JEFFERSON
CARTHAGE
WATERTOWN
LEWIS
HAMILTON
HERKIMER
LAKE ONTARIO
ONEIDA
UTICA
FULTON
WAYNE
MONROE
ONTARIO
SYRACUSE
ERIE
NEW YORK
CAYUGA
YATES
STEUBEN
CHENANGO
OTSEGO
SCHUYLER
DELAWARE
ELMIRA
CHEMUNG
TIOGA
BROOME
BINGHAMTON
BRADFORD

## Syracuse, N.Y. (63)

| | |
|---|---|
| ADI TV Households | 340,100 |
| Survey Area TV Households | 1,447,700 |

**WSYR-TV** Syracuse, N.Y., ch. 3, NBC
**WTVH** Syracuse, N.Y., ch. 5, CBS
**WIXT** Syracuse, N.Y., ch. 9, ABC
***WCNY-TV** Syracuse, N.Y., ch. 24, ETV
**WONH** Syracuse, N.Y., ch. 43, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Cayuga | NY | 26,300 |
| Cortland | NY | 16,800 |
| Madison | NY | 20,400 |
| Oneida West | NY | 29,800 |
| Onondaga | NY | 159,500 |
| Oswego | NY | 35,600 |
| Schuyler | NY | 6,500 |
| Seneca | NY | 11,000 |
| Tompkins | NY | 26,800 |
| Yates | NY | 7,400 |

| | |
|---|---|
| **Women** | 365,000 |
| **Men** | 337,600 |
| **Teens** | 105,000 |
| **Children** | 148,100 |

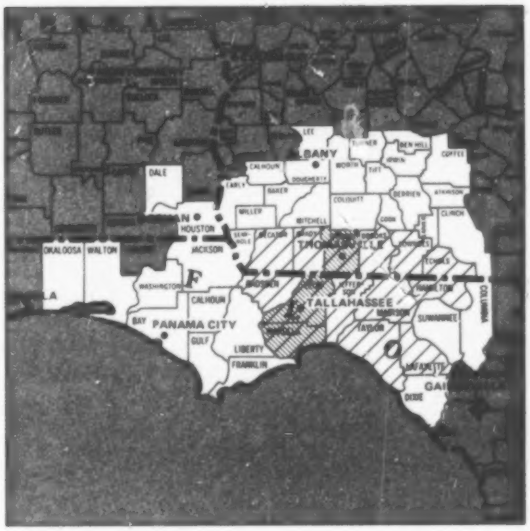
## Tallahassee, Fla. (140)

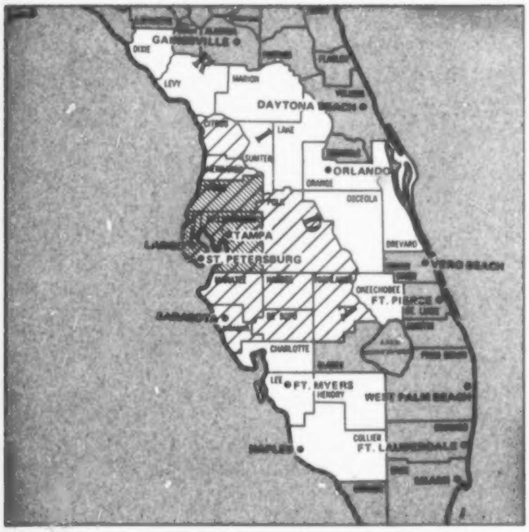
| | |
|---|---|
| ADI TV Households | 128,700 |
| Survey Area TV Households | 391,000 |

**WCTV** Thomasville, Ga., ch. 6, CBS
***WFSU-TV** Tallahassee, Fla., ch. 11, ETV
**WECA-TV** Tallahassee, Fla., ch. 27, ABC
**WVGA** Valdosta, Ga., ch. 44, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Gadsden | FL | 9,200 |
| Hamilton | FL | 3,100 |
| Jefferson | FL | 3,000 |
| Lafayette | FL | 1,300 |
| Leon | FL | 45,800 |
| Madison | FL | 4,300 |
| Taylor | FL | 4,500 |
| Wakulla | FL | 3,200 |
| Brooks | GA | 4,800 |
| Decatur | GA | 7,800 |
| Echols | GA | 600 |
| Grady | GA | 6,800 |
| Lowndes | GA | 21,600 |
| Thomas | GA | 12,700 |

| | |
|---|---|
| **Women** | 143,200 |
| **Men** | 126,800 |
| **Teens** | 41,400 |
| **Children** | 62,500 |


LEE
ALBANY
DALE
CALHOUN
DOUGHERTY
WORTH
TIFT
BEN HILL
COFFEE
IRWIN
EARLY
BAKER
COLQUITT
BERRIEN
ATKINSON
MILLER
MITCHELL
COOK
CLINCH
HOUSTON
SEMINOLE
DECATUR
GRADY
THOMAS
THOMASVILLE
BROOKS
LOWNDES
ECHOLS
OKALOOSA
WALTON
JACKSON
WASHINGTON
GADSDEN
JEFFERSON
HAMILTON
COLUMBIA
TALLAHASSEE
MADISON
SUWANNEE
BAY
PANAMA CITY
LIBERTY
TAYLOR
GULF
FRANKLIN
LAFAYETTE
DIXIE
FLORIDA


GAINESVILLE
DIXIE
LEVY
MARION
FLAGLER
VOLUSIA
DAYTONA BEACH
CITRUS
LAKE
SUMTER
ORLANDO
ORANGE
OSCEOLA
TAMPA
LARGO
ST. PETERSBURG
BREVARD
VERO BEACH
OKEECHOBEE
FT. PIERCE
ST. LUCIE
SARASOTA
DE SOTO
CHARLOTTE
GLADES
PALM BEACH
FT. MYERS
LEE
HENDRY
WEST PALM BEACH
COLLIER
FT. LAUDERDALE
NAPLES
DADE
FLORIDA

## Tampa-St. Petersburg, Fla. (18)

| | |
|---|---|
| ADI TV Households | 899,000 |
| Survey Area TV Households | 1,325,400 |

***WEDU** Tampa, Fla., ch. 3, ETV
**WFLA-TV** Tampa, Fla., ch. 8, NBC
**WTSP-TV** Largo, Fla., ch. 10 ABC
**WTVT** Tampa, Fla., ch. 13, CBS
***WUSF-TV** Tampa, Fla., ch. 16, ETV
**WCLF** Clearwater, Fla., ch. 22, IND
**WXLT-TV** Sarasota, Fla., ch. 40, ABC
**WTOG** St. Petersburg, Fla., ch. 44, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Citrus | FL | 17,300 |
| De Soto | FL | 5,900 |
| Hardee | FL | 5,700 |
| Hernando | FL | 12,700 |
| Highlands | FL | 15,400 |
| Hillsborough | FL | 216,200 |
| Manatee | FL | 57,600 |
| Pasco | FL | 66,800 |
| Pinellas | FL | 322,700 |
| Polk | FL | 101,600 |
| Sarasota | FL | 77,100 |

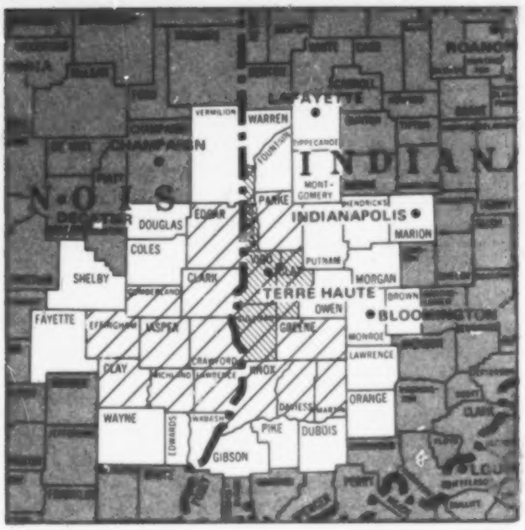
| | |
|---|---|
| **Women** | 906,900 |
| **Men** | 775,900 |
| **Teens** | 179,300 |
| **Children** | 251,000 |

### Sarasota, Fla. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WXLT-TV** Sarasota, Fla., ch 40, ABC

| | |
|---|---|
| Home county | Sarasota |
| TV Households | 77,100 |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TIPPECANOE
FOUNTAIN
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MONTGOMERY
HENDRICKS
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MARION
DOUGLAS
EDGAR
PARKE
COLES
SHELBY
CLARK
PUTNAM
MORGAN
TERRE HAUTE
OWEN
BROWN
BLOOMINGTON
CUMBERLAND
FAYETTE
EFFINGHAM
JASPER
GREENE
MONROE
LAWRENCE
CRAWFORD
CLAY
RICHLAND
KNOX
DAVIESS
MARTIN
ORANGE
WAYNE
EDWARDS
WABASH
PIKE
DUBOIS
GIBSON

# Terre Haute, Ind. (108)

| | |
|---|---|
| ADI TV Households | 162,200 |
| Survey Area TV Households | 704,600 |

**WTWO** Terre Haute, Ind., ch. 2, NBC
**WTHI-TV** Terre Haute, Ind., ch. 10, CBS
***WUSI-TV** Olney, Ill., ch. 16, ETV
***WVUT** Vincennes, Ind., ch. 22, IND
**WBAK-TV** Terre Haute, Ind., ch. 38, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Clark | IL | 6,400 |
| Clay | IL | 5,400 |
| Crawford | IL | 8,300 |
| Cumberland | IL | 3,700 |
| Edgar | IL | 8,400 |
| Effingham | IL | 10,200 |
| Jasper | IL | 4,000 |
| Lawrence | IL | 6,600 |
| Richland | IL | 6,100 |
| Clay | IN | 8,900 |
| Daviess | IN | 8,500 |
| Greene | IN | 10,400 |
| Knox | IN | 14,000 |
| Martin | IN | 3,500 |
| Parke | IN | 5,700 |
| Sullivan | IN | 7,600 |
| Vermillion | IN | 6,500 |
| Vigo | IN | 38,000 |

| | |
|---|---|
| **Women** | **171,700** |
| **Men** | **150,700** |
| **Teens** | **44,700** |
| **Children** | **88,500** |

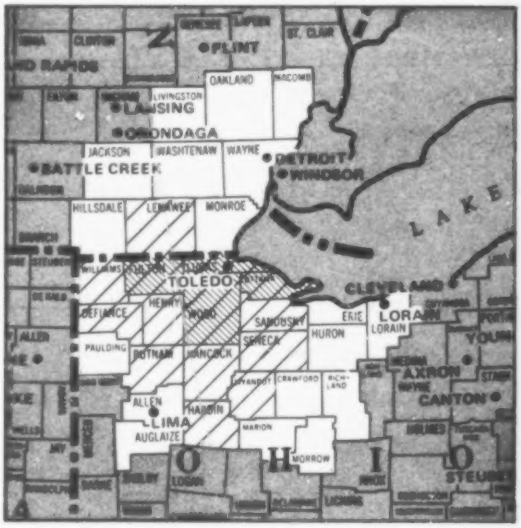
# Toledo, Ohio (56)

| | |
|---|---|
| ADI TV Households | 387,200 |
| Survey Area TV Households | 2,226,600 |

**WTOL-TV** Toledo, Ohio, ch. 11, CBS
**WTVG** Toledo, Ohio, ch. 13, NBC
**WDHO-TV** Toledo, Ohio, ch. 24, ABC
***WGTE-TV** Toledo, Ohio, ch. 30, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Lenawee | MI | 28,100 |
| Defiance | OH | 11,500 |
| Fulton | OH | 12,100 |
| Hancock | OH | 22,100 |
| Hardin | OH | 12,300 |
| Henry | OH | 9,600 |
| Lucas | OH | 175,400 |
| Ottawa | OH | 13,500 |
| Putnam | OH | 9,200 |
| Sandusky | OH | 20,600 |
| Seneca | OH | 18,700 |
| Williams | OH | 12,000 |
| Wood | OH | 34,800 |
| Wyandot | OH | 7,300 |

| | |
|---|---|
| **Women** | **405,700** |
| **Men** | **365,900** |
| **Teens** | **118,200** |
| **Children** | **171,800** |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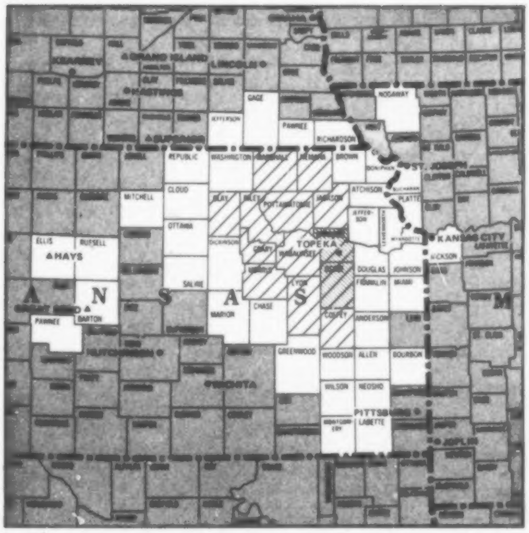
OAKLAND
MACOMB
LIVINGSTON
LANSING
ONONDAGA
JACKSON
WASHTENAW
WAYNE
DETROIT
WINDSOR
BATTLE CREEK
HILLSDALE
LENAWEE
MONROE
LAKE
TOLEDO
WILLIAMS
CLEVELAND
LORAIN
DEFIANCE
HENRY
WOOD
SANDUSKY
ERIE
HURON
PAULDING
PUTNAM
HANCOCK
SENECA
AXRON
CANTON
ALLEN
LIMA
HARDIN
WYANDOT
CRAWFORD
RICHLAND
AUGLAIZE
MARION
MORROW
O H I O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LINCOLN
HASTINGS
GAGE
PAWNEE
RICHARDSON
NEMAHA
REPUBLIC
WASHINGTON
MARSHALL
BROWN
ST. JOSEPH
DONIPHAN
ATCHISON
PLATTE
MITCHELL
CLOUD
CLAY
RILEY
POTTAWATOMIE
JACKSON
JEFFERSON
OTTAWA
DICKINSON
GEARY
WABAUNSEE
TOPEKA
SHAWNEE
KANSAS CITY
ELLIS
RUSSELL
HAYS
SALINE
LYON
OSAGE
DOUGLAS
JOHNSON
FRANKLIN
MIAMI
K A N S A S
MARION
CHASE
COFFEY
ANDERSON
GREENWOOD
WOODSON
ALLEN
BOURBON
HUTCHINSON
WICHITA
WILSON
NEOSHO
PITTSBURG
LABETTE
JOPLIN

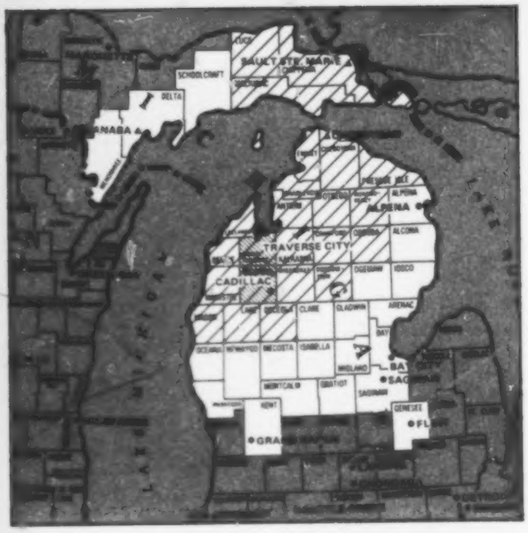
# Topeka, Kan. (133)

| | |
|---|---|
| ADI TV Households | 135,500 |
| Survey Area TV Households | 776,200 |

***KTWU** Topeka, Kan., ch. 11, ETV
**WIBW-TV** Topeka, Kan., ch. 13, CBS (ABC)
**KTSB** Topeka, Kan., ch. 27, NBC

| ADI Counties | State | TV Households |
|---|---|---|
| Clay | KS | 3,900 |
| Coffey | KS | 3,300 |
| Geary | KS | 10,400 |
| Jackson | KS | 4,700 |
| Lyon | KS | 12,500 |
| Marshall | KS | 5,600 |
| Morris | KS | 2,800 |
| Nemaha | KS | 3,800 |
| Osage | KS | 5,600 |
| Pottawatomie | KS | 5,200 |
| Riley | KS | 18,100 |
| Shawnee | KS | 56,900 |
| Wabaunsee | KS | 2,700 |

| | |
|---|---|
| **Women** | **140,900** |
| **Men** | **138,200** |
| **Teens** | **34,900** |
| **Children** | **52,800** |


SAULT STE. MARIE
SCHOOLCRAFT
DELTA
ALPENA
TRAVERSE CITY
CADILLAC
BAY CITY
SAGINAW
FLINT
GRAND RAPIDS

## Traverse City-Cadillac, Mich. (136)

| | |
|---|---|
| ADI TV Households | 133,800 |
| Survey Area TV Households | 746,900 |

**WTOM-TV** Cheboygan, Mich., ch. 4, satellite to WPBN-TV
**WPBN-TV** Traverse City, Mich., ch. 7, NBC
**WGTQ** Sault Ste. Marie, Mich., ch. 8, satellite to WGTU
**WWTV** Cadillac, Mich., ch. 9, CBS
**WWUP-TV** Sault Ste. Marie, Mich., ch. 10, satellite to WWTV
**WGTU** Traverse City, Mich., ch. 29, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Antrim | MI | 5,500 |
| Benzie | MI | 3,700 |
| Charlevoix | NI | 6,700 |
| Cheboygan | MI | 6,800 |
| Chippewa | MI | 12,400 |
| Crawford | MI | 3,100 |
| Emmet | MI | 6,900 |
| Grand Traverse | MI | 15,200 |
| Kalkaska | MI | 3,700 |
| Lake | MI | 2,700 |
| Leelanau | MI | 4,500 |
| Luce | MI | 2,200 |
| Mackinac | MI | 3,900 |
| Manistee | MI | 8,300 |
| Mason | MI | 8,900 |
| Missaukee | MI | 3,400 |
| Montmorency | MI | 2,600 |
| Osceola | MI | 6,900 |
| Oscoda | MI | 2,500 |
| Otsego | MI | 4,800 |
| Presque Isle | MI | 4,400 |
| Roscommon | MI | 6,700 |
| Wexford | MI | 8,000 |

| | |
|---|---|
| **Women** | **137,600** |
| **Men** | **128,200** |
| **Teens** | **43,600** |
| **Children** | **59,700** |

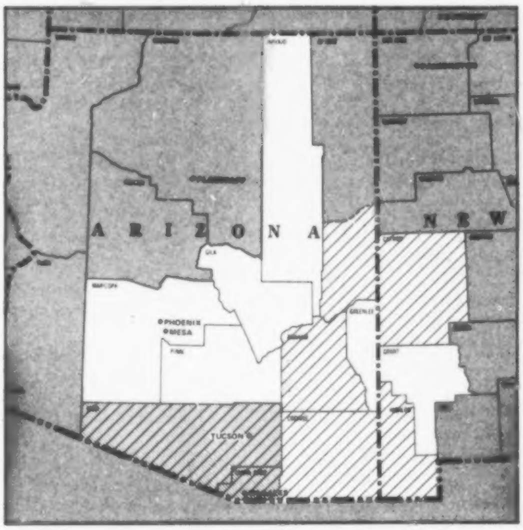
## Tucson, Ariz. (90)

| | |
|---|---|
| ADI TV Households | 208,600 |
| Survey Area TV Households | 267,100 |

**KVOA-TV** Tucson, Ariz., ch. 4, NBC
***KUAT-TV** Tucson, Ariz., ch. 6, ETV
**KGUN-TV** Tucson, Ariz., ch. 9, ABC
**KZAZ** Nogales, Ariz., ch. 11, IND
**KOLD-TV** Tucson, Ariz., ch. 13, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Apache South | AZ | 2,000 |
| Cochise | AZ | 24,900 |
| Graham | AZ | 6,100 |
| Pima | AZ | 167,300 |
| Santa Cruz | AZ | 5,600 |
| Catron | NM | 700 |
| Hidalgo | NM | 2,000 |

| | |
|---|---|
| **Women** | **217,800** |
| **Men** | **202,600** |
| **Teens** | **61,600** |
| **Children** | **95,000** |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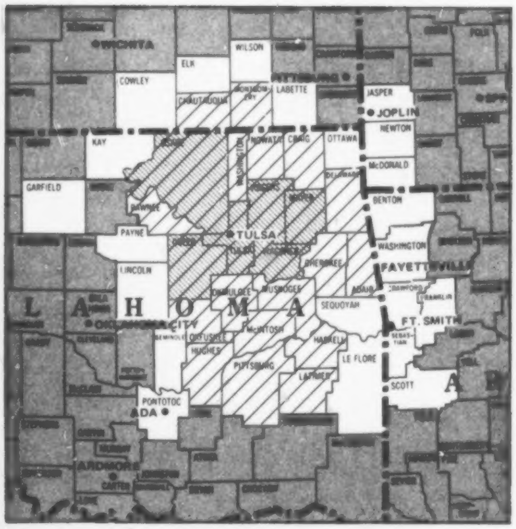
NEW
PHOENIX
MESA
TUCSON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JOPLIN
NEWTON
KAY
OTTAWA
McDONALD
GARFIELD
BENTON
PAYNE
TULSA
WASHINGTON
LINCOLN
FAYETTEVILLE
SEQUOYAH
OKLAHOMA
OKLAHOMA CITY
FT. SMITH
HASKELL
PITTSBURG
LE FLORE
LATIMER
SCOTT
PONTOTOC
ADA
ARDMORE

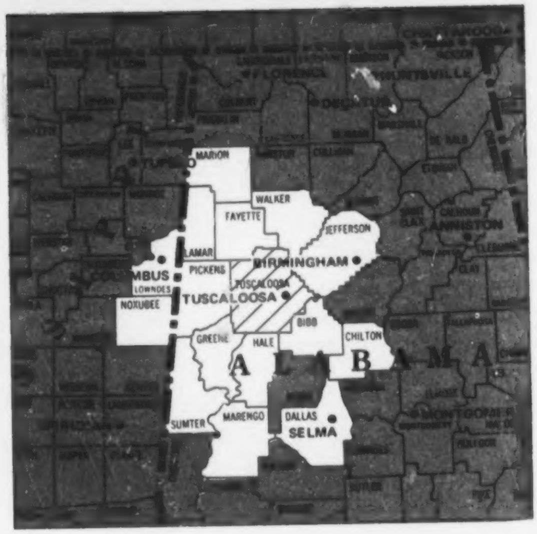
## Tulsa, Okla. (57)

| | |
|---|---|
| ADI TV Households | 382,800 |
| Survey Area TV Households | 679,200 |

**KTEW** Tulsa, Okla., ch. 2, NBC
***KOET** Eufaula, Okla., ch. 3, ETV
**KOTV** Tulsa, Okla., ch. 6, CBS
**KTUL-TV** Tulsa, Okla., ch. 8, ABC
***KOED-TV** Tulsa, Okla., ch. 11, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Chautauqua | KS | 2,300 |
| Montgomery | KS | 16,300 |
| Adair | OK | 5,900 |
| Cherokee | OK | 9,400 |
| Craig | OK | 5,500 |
| Creek | OK | 20,600 |
| Delaware | OK | 8,300 |
| Haskell | OK | 3,900 |
| Hughes | OK | 5,700 |
| Latimer | OK | 3,300 |
| McIntosh | OK | 5,200 |
| Mayes | OK | 11,500 |
| Muskogee | OK | 25,100 |
| Nowata | OK | 4,200 |
| Okfuskee | OK | 4,600 |
| Okmulgee | OK | 14,100 |
| Osage | OK | 14,000 |
| Pawnee | OK | 5,700 |
| Pittsburg | OK | 13,000 |
| Rogers | OK | 13,300 |
| Tulsa | OK | 163,600 |
| Wagoner | OK | 11,100 |
| Washington | OK | 16,200 |

| | |
|---|---|
| **Women** | **390,900** |
| **Men** | **344,600** |
| **Teens** | **104,700** |
| **Children** | **148,000** |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MARION
WALKER
FAYETTE
JEFFERSON
ANNISTON
LAMAR
BIRMINGHAM
COLUMBUS
PICKENS
LOWNDES
TUSCALOOSA
NOXUBEE
BIBB
GREENE
HALE
CHILTON
ALABAMA
SUMTER
MARENGO
DALLAS
SELMA
MONTGOMERY

## Tuscaloosa, Ala. (192)

| | |
|---|---|
| ADI TV Households | 39,100 |
| Survey Area TV Households | 389,900 |

**WCFT-TV** Tuscaloosa, Ala., ch. 33, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Tuscaloosa | AL | 39,100 |

| | |
|---|---|
| **Women** | **47,800** |
| **Men** | **44,600** |
| **Teens** | **12,300** |
| **Children** | **18,600** |

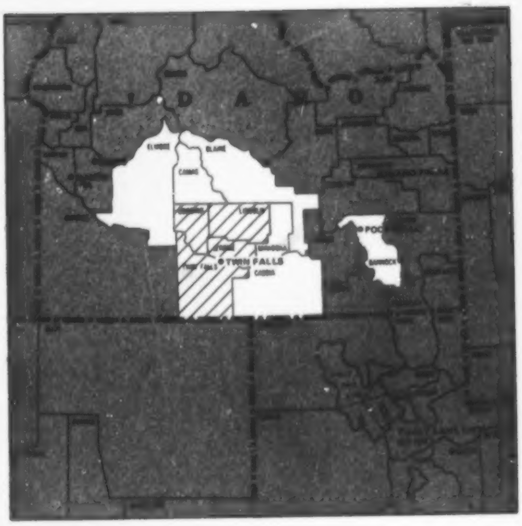
## Twin Falls, Idaho (199)

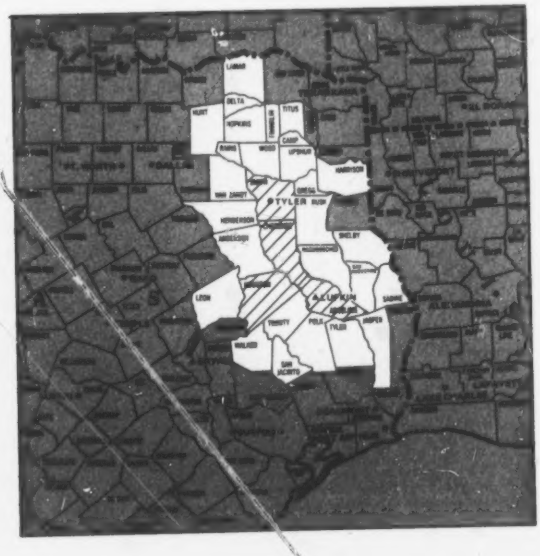
| | |
|---|---|
| ADI TV Households | 29,800 |
| Survey Area TV Households | 75,700 |

**KMVT** Twin Falls, Idaho, ch. 11, NBC (ABC-CBS)

| ADI Counties | State | TV Households |
|---|---|---|
| Gooding | ID | 4,100 |
| Jerome | ID | 5,600 |
| Lincoln | ID | 1,400 |
| Twin Falls | ID | 18,700 |

| | |
|---|---|
| **Women** | **28,900** |
| **Men** | **26,900** |
| **Teens** | **9,200** |
| **Children** | **12,800** |


I D A H O
TWIN FALLS


LAMAR
DELTA
TITUS
HOPKINS
TYLER
LUFKIN

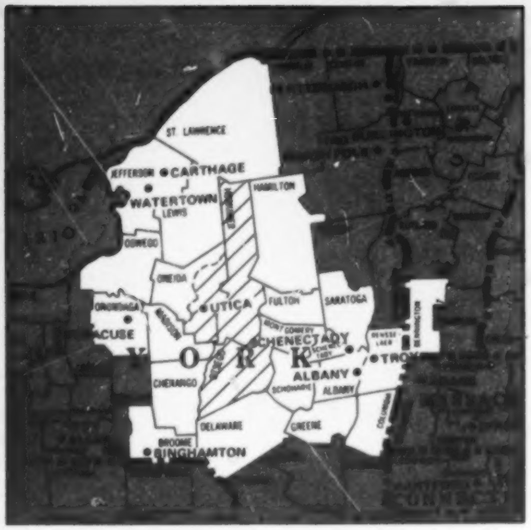
## Tyler, Tex. (166)

| | |
|---|---|
| ADI TV Households | 77,800 |
| Survey Area TV Households | 313,000 |

**KLTV** Tyler, Tex., ch. 7, ABC (NBC)
**KTRE-TV** Lufkin, Tex., ch. 9, satellite to KLTV

| ADI Counties | State | TV Households |
|---|---|---|
| Angelina | TX | 19,100 |
| Cherokee | TX | 11,500 |
| Houston | TX | 6,000 |
| Smith | TX | 41,200 |

| | |
|---|---|
| **Women** | **82,100** |
| **Men** | **74,200** |
| **Teens** | **22,000** |
| **Children** | **32,200** |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JEFFERSON
CARTHAGE
WATERTOWN
LEWIS
HAMILTON
OSWEGO
ONEIDA
UTICA
FULTON
SARATOGA
ONONDAGA
MADISON
SCHENECTADY
RENSSELAER
BENNINGTON
TROY
ALBANY
SCHOHARIE
CHENANGO
DELAWARE
GREENE
COLUMBIA
BROOME
BINGHAMTON
Y O R K

## Utica, N.Y. (154)

| | |
|---|---|
| ADI TV Households | 101,600 |
| Survey Area TV Households | 838,000 |

**WKTV** Utica, N.Y., ch. 2, NBC
**WUTR** Utica, N.Y., ch. 20, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Herkimer | NY | 23,900 |
| Oneida East | NY | 58,600 |
| Otsego | NY | 9,100 |

| | |
|---|---|
| **Women** | **108,300** |
| **Men** | **96,400** |
| **Teens** | **30,800** |
| **Children** | **40,000** |

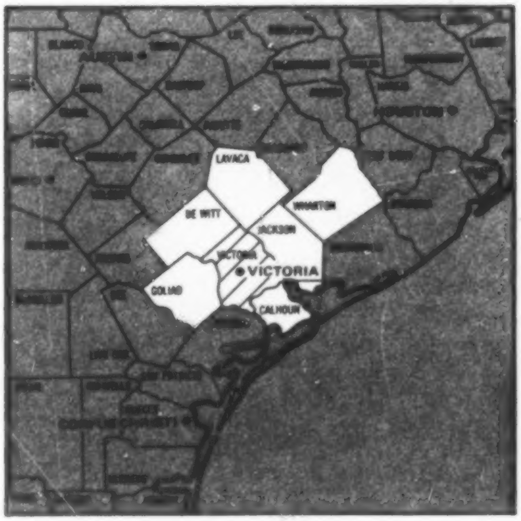
## Victoria, Tex. (207)

| | |
|---|---|
| ADI TV Households | 19,600 |
| Survey Area TV Households | 64,400 |

**KXIX** Victoria, Tex., ch. 19, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Victoria | TX | 19,600 |

| | |
|---|---|
| **Women** | **21,700** |
| **Men** | **19,800** |
| **Teens** | **7,800** |
| **Children** | **10,300** |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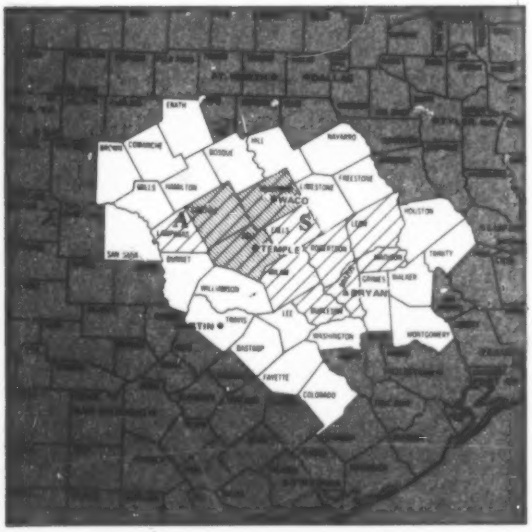
WHARTON
JACKSON
VICTORIA
GOLIAD
CALHOUN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COMANCHE
BROWN
BOSQUE
HILL
NAVARRO
MILLS
HAMILTON
LIMESTONE
FREESTONE
WACO
LAMPASAS
FALLS
LEON
HOUSTON
SAN SABA
BURNET
TEMPLE
ROBERTSON
MADISON
TRINITY
WILLIAMSON
GRIMES
WALKER
BRYAN
TRAVIS
LEE
BURLESON
WASHINGTON
MONTGOMERY
BASTROP
FAYETTE
COLORADO

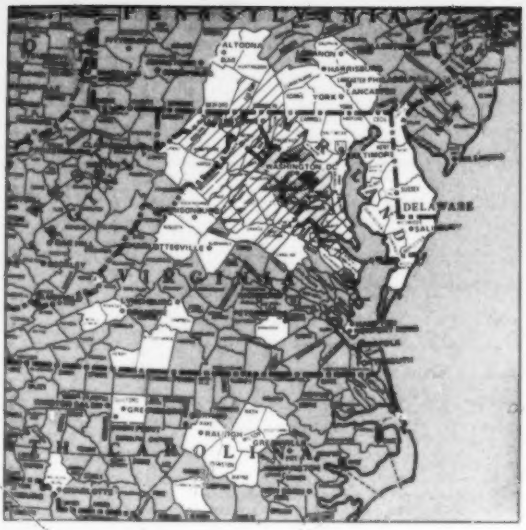
## Waco-Temple, Tex. (100)

| | |
|---|---|
| ADI TV Households | 184,800 |
| Survey Area TV Households | 476,500 |

**KCEN-TV** Temple, Tex., ch. 6, NBC (CBS-ABC)
**KWTX-TV** Waco, Tex., ch. 10, ABC
**KBTX-TV** Bryan, Tex., ch. 3, satellite to KWTX-TV
***KAMU-TV** College Station, Tex., ch. 15, ETV
***KNCT** Belton, Tex., ch. 46, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Bell | TX | 54,400 |
| Brazos | TX | 27,000 |
| Burleson | TX | 3,900 |
| Coryell | TX | 11,300 |
| Falls | TX | 5,900 |
| Lampasas | TX | 4,300 |
| Leon | TX | 3,500 |
| McLennan | TX | 58,700 |
| Madison | TX | 2,900 |
| Milam | TX | 7,500 |
| Robertson | TX | 5,400 |

| | |
|---|---|
| **Women** | **185,000** |
| **Men** | **207,800** |
| **Teens** | **49,200** |
| **Children** | **84,300** |


PENNSYLVANIA
ALTOONA
HARRISBURG
YORK
LANCASTER
BALTIMORE
WASHINGTON
DELAWARE
VIRGINIA
CAROLINA
RALEIGH

## Washington, D.C. (8)

| | |
|---|---|
| ADI TV Households | 1,397,600 |
| Survey Area TV Households | 3,711,200 |

**WRC-TV** Washington, ch. 4, NBC
**WTTG** Washington, ch. 5, IND
**WJLA-TV** Washington, ch. 7, ABC
**WDVM-TV** Washington, ch. 9, CBS
**WDCA-TV** Washington, ch. 20, IND
**WHAG-TV** Hagerstown, Mo., ch. 25, NBC
***WETA-TV** Washington, ch. 26, ETV
***WWPB** Hagerstown, Md., ch. 31, ETV
***WNVT** Goldvein, Va., ch. 53, ETV
**WTKK** Manassas, Va., ch. 66, IND

| ADI Counties | State | TV Households |
|---|---|---|
| District of Columbia | DC | 273,600 |
| Allegany | MD | 30,300 |
| Calvert | MD | 9,800 |
| Charles | MD | 20,200 |
| Frederick | MD | 35,000 |
| Montgomery | MD | 201,100 |
| Prince Georges | MD | 222,300 |
| St. Marys | MD | 16,200 |
| Washington | MD | 38,800 |
| Franklin | PA | 35,100 |
| Fulton | PA | 3,700 |
| Arlington | VA | 113,600 |
| Clarke | VA | 3,200 |
| Culpeper | VA | 7,500 |
| Fairfax | VA | 186,400 |
| Fauquier | VA | 10,000 |
| Frederick | VA | 20,500 |
| King George | VA | 3,300 |
| Loudoun | VA | 18,500 |
| Madison | VA | 3,400 |
| Page | VA | 7,300 |
| Prince William | VA | 43,800 |
| Rappahannock | VA | 2,000 |
| Shenandoah | VA | 10,300 |
| Spotsylvania | VA | 16,200 |
| Stafford | VA | 11,700 |
| Warren | VA | 7,600 |
| Westmoreland | VA | 5,100 |
| Berkeley | WV | 14,700 |
| Hampshire | WV | 4,800 |
| Jefferson | WV | 9,200 |
| Mineral | WV | 9,000 |
| Morgan | WV | 3,400 |

| | |
|---|---|
| **Women** | **1,483,800** |
| **Men** | **1,350,400** |
| **Teens** | **417,800** |
| **Children** | **578,100** |

### Hagerstown, Md. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WHAG-TV** Hagerstown, Md., ch. 25, NBC
***WWPB** Hagerstown, Md., ch. 31, ETV

| | |
|---|---|
| Home county | Washington |
| TV Households | 38,800 |

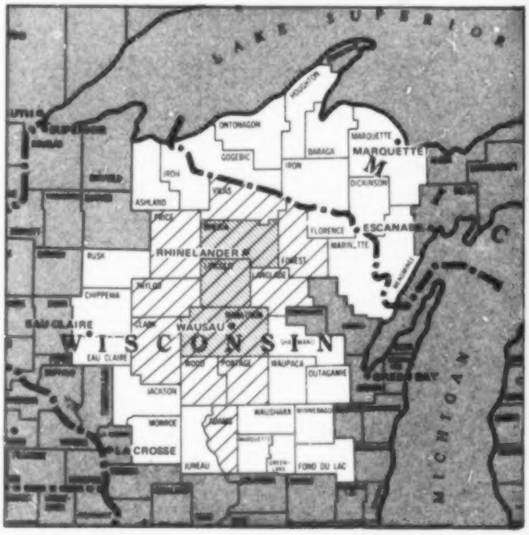
## Wausau-Rhinelander, Wis. (128)

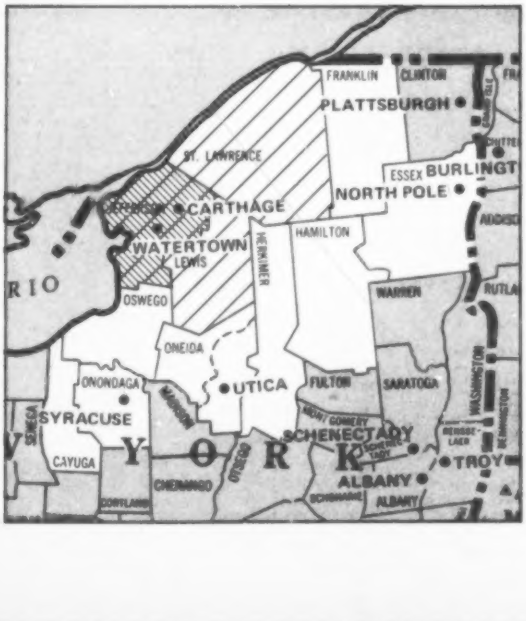
| | |
|---|---|
| ADI TV Households | 138,700 |
| Survey Area TV Households | 458,500 |

**WSAU-TV** Wausau, Wis., ch. 7, CBS
**WAOW-TV** Wausau, Wis., ch. 9, ABC
**WAEO-TV** Rhinelander, Wis., ch. 12, NBC
***WHRM-TV** Wausau, Wis., ch. 20, ETV
***WLEF-TV** Park Falls, Wis., ch. 36, ETV

| Counties | State | TV Households |
|---|---|---|
| Adams | WI | 4,600 |
| Clark | WI | 10,800 |
| Forest | WI | 2,700 |
| Langlade | WI | 7,100 |
| Lincoln | WI | 9,200 |
| Marathon | WI | 35,800 |
| Oneida | WI | 11,600 |
| Portage | WI | 16,500 |
| Price | WI | 5,600 |
| Taylor | WI | 6,100 |
| Vilas | WI | 5,900 |
| Wood | WI | 22,800 |

| | |
|---|---|
| **Women** | **147,800** |
| **Men** | **141,800** |
| **Teens** | **48,300** |
| **Children** | **61,700** |


LAKE SUPERIOR
HOUGHTON
ONTONAGON
GOGEBIC
BARAGA
MARQUETTE
MARQUETTE
IRON
IRON
DICKINSON
VILAS
ASHLAND
PRICE
ONEIDA
FLORENCE
ESCANABA
MARINETTE
RHINELANDER
FOREST
RUSK
LINCOLN
LANGLADE
TAYLOR
CHIPPEWA
EAU CLAIRE
CLARK
WAUSAU
MARATHON
SHAWANO
WISCONSIN
EAU CLAIRE
WOOD
PORTAGE
WAUPACA
OUTAGAMIE
GREEN BAY
JACKSON
MONROE
ADAMS
WAUSHARA
WINNEBAGO
LA CROSSE
JUNEAU
MARQUETTE
GREEN LAKE
FOND DU LAC
MICHIGAN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CLINTON
PLATTSBURGH
ST. LAWRENCE
ESSEX
BURLINGT
NORTH POLE
JEFFERSON
CARTHAGE
WATERTOWN
LEWIS
HAMILTON
HERKIMER
RIO
OSWEGO
WARREN
ONEIDA
ONONDAGA
UTICA
FULTON
SARATOGA
MADISON
SYRACUSE
MONTGOMERY
SCHENECTADY
WASHINGTON
RENSSELAER
SENECA
CAYUGA
Y O R K
OTSEGO
ALBANY
TROY
SCHOHARIE
CHENANGO
CORTLAND

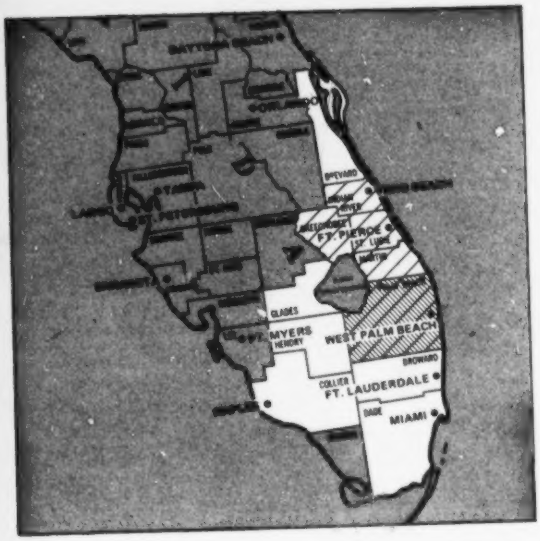
## Watertown-Carthage, N.Y. (167)

| | |
|---|---|
| ADI TV Households | 77,000 |
| Survey Area TV Households | 439,900 |

**WWNY-TV** Carthage, N.Y., ch. 7, CBS (ABC)
***WNPE-TV** Watertown, N.Y., ch. 16, ETV
***WNPI-TV** Norwood, N.Y., ch. 18, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Jefferson | NY | 32,100 |
| Lewis | NY | 8,400 |
| St. Lawrence | NY | 36,500 |

| | |
|---|---|
| **Women** | **82,100** |
| **Men** | **75,900** |
| **Teens** | **27,700** |
| **Children** | **37,000** |



DAYTONA BEACH
ORLANDO
BREVARD
VERO BEACH
INDIAN RIVER
TAMPA
LAKELAND
ST. PETERSBURG
OKEECHOBEE
FT. PIERCE
ST. LUCIE
MARTIN
SARASOTA
GLADES
FT. MYERS
HENDRY
WEST PALM BEACH
BROWARD
COLLIER
FT. LAUDERDALE
NAPLES
DADE
MIAMI

## West Palm Beach, Fla. (77)

| | |
|---|---|
| ADI TV Households | 266,300 |
| Survey Area TV Households | 1,285,200 |

**WPTV** West Palm Beach, Fla., ch. 5, NBC
**WPEC** West Palm Beach, Fla., ch. 12, ABC
**WTVX** Ft. Pierce, Fla., ch. 34, CBS

| ADI Counties | State | TV Households |
|---|---|---|
| Indian River | FL | 19,000 |
| Martin | FL | 20,200 |
| Okeechobee | FL | 6,000 |
| Palm Beach | FL | 193,500 |
| St. Lucie | FL | 27,600 |

| | |
|---|---|
| **Women** | **274,400** |
| **Men** | **241,900** |
| **Teens** | **62,000** |
| **Children** | **88,900** |

## Fort Pierce-Vero Beach, Fla. (supplementary market)

Arbitron characterizes supplementary markets as those that do not meet its criteria for having an ADI.

**WTVX** Fort Pierce, Fla., ch. 34, CBS

| | |
|---|---|
| Home county | St. Lucie |
| TV Households | 27,600 |

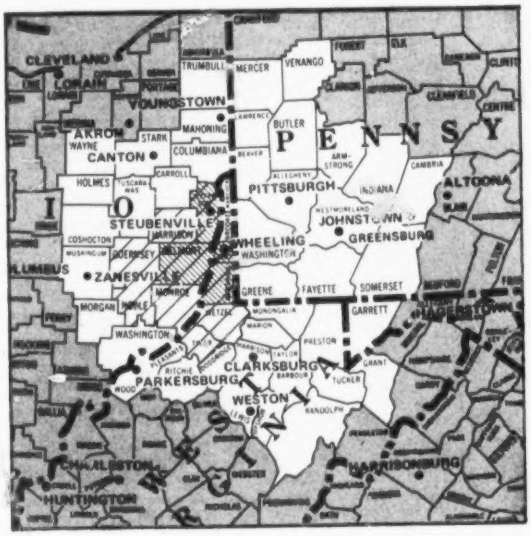
## Wheeling, W. Va.-Steubenville, Ohio (130)

| | |
|---|---|
| ADI TV Households | 136,900 |
| Survey Area TV Households | 1,931,800 |

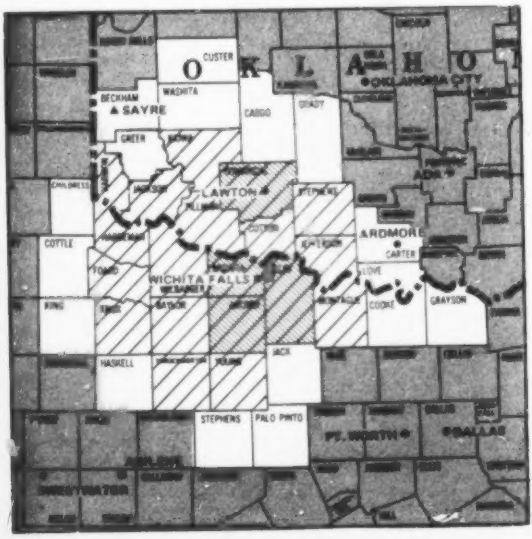
**WTRF-TV** Wheeling, W. Va., ch. 7, CBS (ABC)
**WTOV-TV** Steubenville, Ohio, ch. 9, NBC (ABC)
***WOUC-TV** Cambridge, Ohio, ch. 44, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Belmont | OH | 29,600 |
| Guernsey | OH | 13,800 |
| Harrison | OH | 6,200 |
| Jefferson | OH | 31,500 |
| Monroe | OH | 5,300 |
| Noble | OH | 4,100 |
| Marshall | WV | 14,000 |
| Ohio | WV | 21,400 |
| Tyler | WV | 3,600 |
| Wetzel | WV | 7,000 |

| | |
|---|---|
| **Women** | **149,000** |
| **Men** | **132,800** |
| **Teens** | **38,800** |
| **Children** | **52,900** |



CLEVELAND
LORAIN
TRUMBULL
MERCER
VENANGO
YOUNGSTOWN
AKRON
WAYNE
STARK
MAHONING
BUTLER
CANTON
COLUMBIANA
P E N N S Y
HOLMES
CARROLL
PITTSBURGH
ARMSTRONG
INDIANA
CAMBRIA
ALTOONA
I
O
STEUBENVILLE
HARRISON
WESTMORELAND
JOHNSTOWN
GREENSBURG
COSHOCTON
MUSKINGUM
GUERNSEY
BELMONT
WHEELING
WASHINGTON
ZANESVILLE
MONROE
GREENE
FAYETTE
SOMERSET
MORGAN
NOBLE
GARRETT
HAGERSTOWN
WASHINGTON
PRESTON
TAYLOR
CLARKSBURG
PARKERSBURG
RITCHIE
BARBOUR
TUCKER
GRANT
WOOD
WESTON
RANDOLPH
CHARLESTON
HUNTINGTON
HARRISONBURG



CUSTER
O K L A H O
OKLAHOMA CITY
BECKHAM
SAYRE
WASHITA
CADDO
GREER
KIOWA
LAWTON
JACKSON
COMANCHE
STEPHENS
ADA
CHILDRESS
COTTLE
FOARD
ARDMORE
CARTER
LOVE
WICHITA FALLS
KING
COOKE
GRAYSON
HASKELL
JACK
STEPHENS
PALO PINTO
FT. WORTH
DALLAS

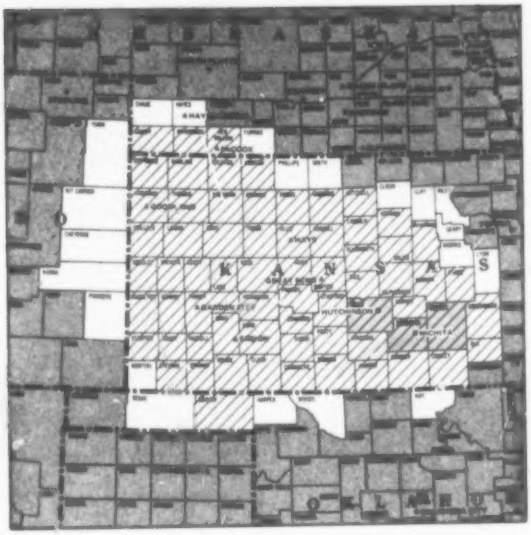
## Wichita Falls, Tex.-Lawton, Okla. (110)

| | |
|---|---|
| ADI TV Households | 160,000 |
| Survey Area TV Households | 286,600 |

**KFDX-TV** Wichita Falls, Tex., ch. 3, NBC
**KAUZ-TV** Wichita Falls, Tex., ch. 6, CBS
**KSWO-TV** Lawton, Okla., ch. 7, ABC
***KIDZ-TV** Wichita Falls, Tex., ch. 24, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Comanche | OK | 36,100 |
| Cotton | OK | 2,700 |
| Harmon | OK | 1,800 |
| Jackson | OK | 12,300 |
| Jefferson | OK | 4,000 |
| Kiowa | OK | 4,900 |
| Stephens | OK | 15,900 |
| Tillman | OK | 4,500 |
| Archer | TX | 2,500 |
| Baylor | TX | 2,000 |
| Clay | TX | 3,400 |
| Foard | TX | 800 |
| Hardeman | TX | 2,600 |
| Knox | TX | 2,100 |
| Montague | TX | 6,500 |
| Throckmorton | TX | 800 |
| Wichita | TX | 43,600 |
| Wilbarger | TX | 5,900 |
| Young | TX | 7,600 |

| | |
|---|---|
| **Women** | **182,700** |
| **Men** | **161,800** |
| **Teens** | **44,500** |
| **Children** | **64,800** |


K A N S A S
HUTCHINSON
WICHITA
GARDEN CITY
GREAT BEND
HAYS
O K L A H O

## Wichita-Hutchinson, Kan. (54)

| | |
|---|---|
| ADI TV Households | 392,700 |
| Survey Area TV Households | 492,400 |

**KARD-TV** Wichita, Kan., ch. 3, NBC
**KCKT** Great Bend, Kan., ch. 2, satellite to KARD-TV
**KOMC** McCook, Neb., ch. 8, satellite to KARD-TV
**KGLD** Garden City, Kan., ch. 11, satellite to KARD-TV
***KPTS** Hutchinson, Kan., ch. 8, ETV
**KAKE-TV** Wichita, Kan., ch. 10, ABC
**KUPK-TV** Garden City, Kan., ch. 13, satellite to KAKE-TV
**KTVH** Hutchinson, Kan., ch. 12, CBS
**KTVC** Ensign, Kan., ch. 6, satellite to KTVH
**KAYS-TV** Hays, Kan., ch. 7, satellite to KTVH
**KLOE-TV** Goodland, Kan., ch. 10, satellite to KAYS-TV

| ADI Counties | State | TV Households |
|---|---|---|
| Barber | KS | 2,500 |
| Barton | KS | 11,700 |
| Butler | KS | 16,200 |
| Chase | KS | 1,100 |
| Cheyenne | KS | 1,600 |
| Clark | KS | 1,100 |
| Comanche | KS | 1,000 |
| Cowley | KS | 13,500 |
| Decatur | KS | 1,800 |
| Dickinson | KS | 7,900 |
| Edwards | KS | 1,700 |
| Elk | KS | 1,600 |
| Ellis | KS | 8,700 |
| Ellsworth | KS | 2,300 |
| Finney | KS | 8,400 |
| Ford | KS | 8,800 |
| Gove | KS | 1,100 |
| Graham | KS | 1,700 |
| Grant | KS | 2,200 |
| Gray | KS | 2,100 |
| Greeley | KS | 700 |
| Greenwood | KS | 4,100 |
| Hamilton | KS | 1,200 |
| Harper | KS | 3,300 |
| Harvey | KS | 10,600 |
| Haskell | KS | 1,800 |
| Hodgeman | KS | 900 |
| Kearny | KS | 1,100 |
| Kingman | KS | 3,800 |
| Kiowa | KS | 1,800 |
| Lane | KS | 1,300 |
| Lincoln | KS | 1,700 |
| Logan | KS | 1,300 |
| McPherson | KS | 9,300 |
| Marion | KS | 5,400 |
| Meade | KS | 2,000 |
| Mitchell | KS | 3,100 |
| Ness | KS | 2,000 |
| Norton | KS | 2,500 |
| Osborne | KS | 2,800 |
| Ottawa | KS | 2,700 |
| Pawnee | KS | 2,900 |
| Pratt | KS | 3,700 |
| Rawlins | KS | 1,400 |
| Reno | KS | 25,000 |
| Rice | KS | 5,000 |
| Rooks | KS | 2,900 |
| Rush | KS | 1,900 |
| Russell | KS | 3,500 |
| Saline | KS | 17,800 |
| Scott | KS | 2,300 |
| Sedgwick | KS | 124,000 |
| Seward | KS | 6,500 |
| Sheridan | KS | 1,100 |
| Sherman | KS | 2,900 |
| Stafford | KS | 2,800 |
| Stanton | KS | 800 |
| Stevens | KS | 1,700 |
| Sumner | KS | 9,300 |
| Thomas | KS | 3,300 |
| Trego | KS | 1,600 |
| Wallace | KS | 800 |
| Wichita | KS | 900 |
| Dundy | NE | 1,000 |
| Hitchcock | NE | 2,000 |
| Red Willow | NE | 5,000 |
| Beaver | OK | 2,400 |

| | |
|---|---|
| **Women** | **402,300** |
| **Men** | **363,700** |
| **Teens** | **118,000** |
| **Children** | **148,200** |

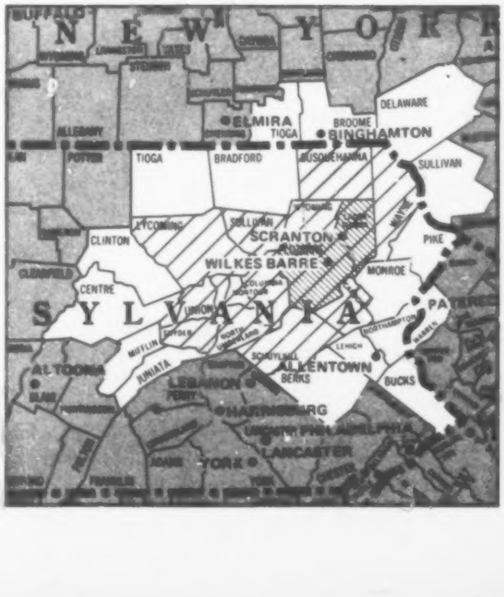
## Wilkes Barre-Scranton, Pa. (50)

| | |
|---|---|
| ADI TV Households | 435,300 |
| Survey Area TV Households | 1,133,200 |

**WNEP-TV** Scranton, Pa., ch. 16, ABC
**WDAU-TV** Scranton, Pa., ch. 22, CBS
**WBRE-TV** Wilkes-Barre, Pa., ch. 28, NBC
***WVIA-TV** Scranton, Pa., ch. 44, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Carbon | PA | 18,700 |
| Columbia | PA | 20,800 |
| Lackawanna | PA | 86,100 |
| Luzerne | PA | 120,100 |
| Lycoming | PA | 38,100 |
| Montour | PA | 4,700 |
| Northumberland | PA | 35,800 |
| Schuylkill | PA | 56,800 |
| Snyder | PA | 9,300 |
| Sullivan | PA | 2,000 |
| Susquehanna | PA | 13,100 |
| Union | PA | 9,000 |
| Wayne | PA | 11,800 |
| Wyoming | PA | 9,000 |

| | |
|---|---|
| **Women** | **489,800** |
| **Men** | **422,400** |
| **Teens** | **115,500** |
| **Children** | **153,700** |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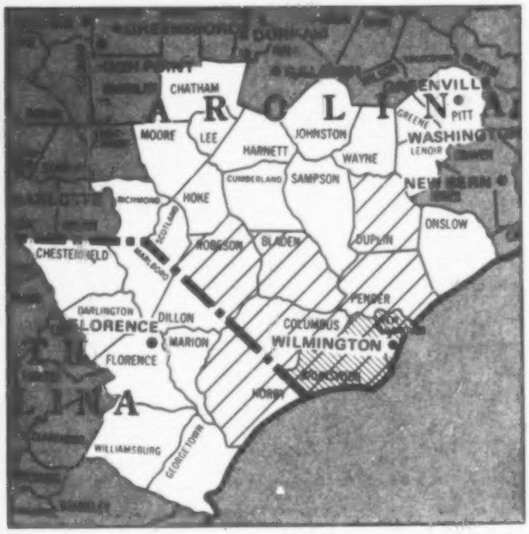
N E W Y O R K
STEUBEN
ALLEGANY
CHEMUNG
ELMIRA
TIOGA
BROOME
BINGHAMTON
DELAWARE
SULLIVAN
POTTER
TIOGA
BRADFORD
SUSQUEHANNA
WAYNE
PIKE
LYCOMING
SULLIVAN
WYOMING
LACKAWANNA
SCRANTON
CLINTON
WILKES BARRE
LUZERNE
MONROE
CLEARFIELD
CENTRE
COLUMBIA
MONTOUR
UNION
S Y L V A N I A
CARBON
NORTHAMPTON
SNYDER
NORTHUMBERLAND
MIFFLIN
JUNIATA
SCHUYLKILL
LEHIGH
ALLENTOWN
BERKS
BUCKS
ALTOONA
BLAIR
LEBANON
PERRY
HARRISBURG
LANCASTER
PHILADELPHIA
ADAMS
YORK
FRANKLIN
PATERSON


DURHAM
CHATHAM
CAROLINA
GREENVILLE
PITT
GREENE
MOORE
LEE
HARNETT
JOHNSTON
WASHINGTON
WAYNE
LENOIR
CUMBERLAND
SAMPSON
NEW BERN
RICHMOND
HOKE
ONSLOW
SCOTLAND
ROBESON
BLADEN
DUPLIN
CHESTERFIELD
MARLBORO
PENDER
DARLINGTON
FLORENCE
DILLON
COLUMBUS
MARION
WILMINGTON
BRUNSWICK
HORRY
WILLIAMSBURG
GEORGETOWN

## Wilmington, N.C. (118)

| | |
|---|---|
| ADI TV Households | 153,100 |
| Survey Area TV Households | 570,400 |

**WWAY** Wilmington, N.C., ch. 3, ABC
**WECT** Wilmington, N.C., ch. 6, NBC (CBS)
***WUNJ-TV** Wilmington, N.C., ch. 39, ETV
**WGSE** Myrtle Beach, S.C., ch. 43, IND

| ADI Counties | State | TV Households |
|---|---|---|
| Bladen | NC | 9,300 |
| Brunswick | NC | 11,400 |
| Columbus | NC | 16,500 |
| New Hanover | NC | 38,600 |
| Pender | NC | 7,000 |
| Robeson | NC | 27,300 |
| Horry | SC | 29,900 |

| | |
|---|---|
| **Women** | **162,300** |
| **Men** | **146,600** |
| **Teens** | **52,800** |
| **Children** | **78,500** |

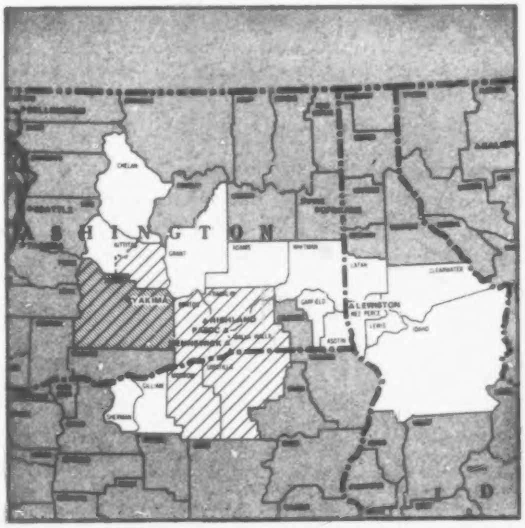
## Yakima, Wash. (132)

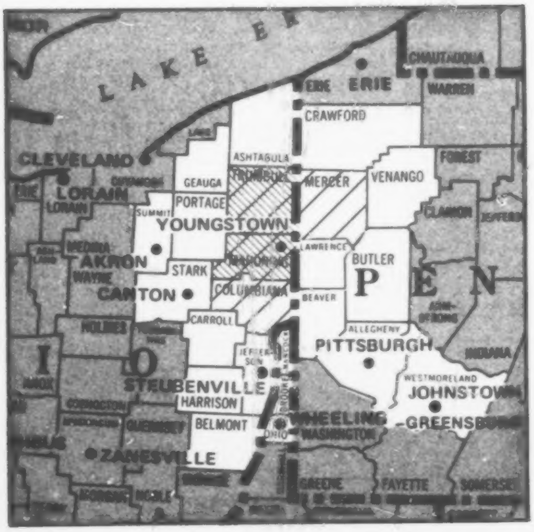
| | |
|---|---|
| ADI TV Households | 135,800 |
| Survey Area TV Households | 221,600 |

**KNDO** Yakima, Wash., ch. 23, NBC
**KNDU** Richland, Wash., ch. 25, satellite to KNDO
**KIMA-TV** Yakima, Wash., ch. 29, CBS
**KLEW-TV** Lewiston, Idaho, ch. 3, satellite to KIMA-TV
**KEPR-TV** Pasco, Wash., ch. 19, satellite to KIMA-TV
**KAPP** Yakima, Wash., ch. 35, ABC
**KVEW** Kennewick, Wash., ch. 42, satellite to KAPP
***KYVE-TV** Yakima, Wash., ch. 47, ETV

| ADI Counties | State | TV Households |
|---|---|---|
| Morrow | OR | 2,200 |
| Umatilla | OR | 18,600 |
| Benton | WA | 30,700 |
| Franklin | WA | 9,400 |
| Kittitas East | WA | 6,200 |
| Walla Walla | WA | 14,300 |
| Yakima | WA | 54,400 |

| | |
|---|---|
| **Women** | **138,200** |
| **Men** | **130,800** |
| **Teens** | **44,300** |
| **Children** | **57,400** |


WASHINGTON
CHELAN
KITTITAS
GRANT
YAKIMA
ADAMS
WHITMAN
LATAH
BENTON
FRANKLIN
WALLA WALLA
GARFIELD
LEWISTON
NEZ PERCE
ASOTIN
LEWIS
CLEARWATER
IDAHO
UMATILLA
MORROW
GILLIAM
SHERMAN


LAKE ERIE
ERIE
CHAUTAUQUA
WARREN
CRAWFORD
CLEVELAND
ASHTABULA
GEAUGA
TRUMBULL
MERCER
VENANGO
FOREST
LORAIN
PORTAGE
SUMMIT
YOUNGSTOWN
CLARION
MEDINA
AKRON
STARK
MAHONING
LAWRENCE
BUTLER
WAYNE
CANTON
COLUMBIANA
BEAVER
PENN
CARROLL
ALLEGHENY
ARMSTRONG
HOLMES
OHIO
JEFFERSON
PITTSBURGH
INDIANA
STEUBENVILLE
WESTMORELAND
JOHNSTOWN
HARRISON
BELMONT
WHEELING
WASHINGTON
GREENSBURG
ZANESVILLE
GREENE
FAYETTE
SOMERSET

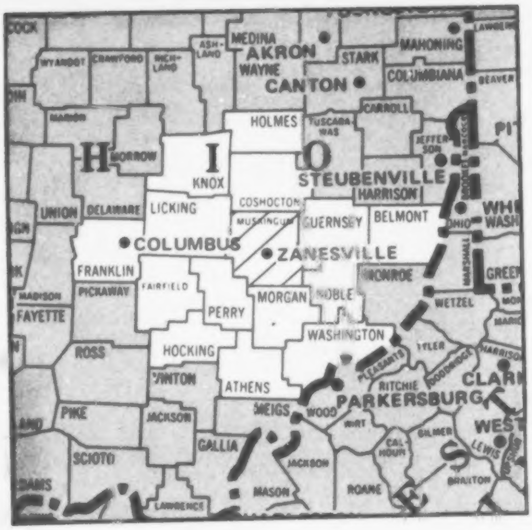
## Youngstown, Ohio (81)

| | |
|---|---|
| ADI TV Households | 255,300 |
| Survey Area TV Households | 1,607,800 |

**WFMJ-TV** Youngstown, Ohio, ch. 21, NBC
**WKBN-TV** Youngstown, Ohio, ch. 27, CBS
**WYTV** Youngstown, Ohio, ch. 33, ABC

| ADI Counties | State | TV Households |
|---|---|---|
| Columbiana | OH | 39,900 |
| Mahoning | OH | 96,800 |
| Trumbull | OH | 77,500 |
| Mercer | PA | 41,100 |

| | |
|---|---|
| **Women** | **290,000** |
| **Men** | **262,300** |
| **Teens** | **85,300** |
| **Children** | **110,800** |


MEDINA
AKRON
STARK
MAHONING
WYANDOT
CRAWFORD
RICHLAND
ASHLAND
WAYNE
CANTON
COLUMBIANA
BEAVER
HOLMES
TUSCARAWAS
CARROLL
JEFFERSON
MARION
MORROW
H
I
O
KNOX
STEUBENVILLE
HARRISON
UNION
DELAWARE
LICKING
COSHOCTON
MUSKINGUM
GUERNSEY
BELMONT
OHIO
COLUMBUS
ZANESVILLE
FRANKLIN
MONROE
MARSHALL
MADISON
PICKAWAY
FAIRFIELD
MORGAN
NOBLE
WETZEL
FAYETTE
PERRY
ROSS
HOCKING
WASHINGTON
TYLER
VINTON
ATHENS
PLEASANTS
RITCHIE
DODDRIDGE
HARRISON
PARKERSBURG
CLARKSBURG
PIKE
JACKSON
MEIGS
WOOD
WIRT
GILMER
LEWIS
SCIOTO
GALLIA
CALHOUN
JACKSON
MASON
ROANE
BRAXTON
LAWRENCE

## Zanesville, Ohio (202)

| | |
|---|---|
| ADI TV Households | 28,300 |
| Survey Area TV Households | 553,000 |

**WHIZ-TV** Zanesville, Ohio, ch. 18, NBC (ABC-CBS)

| ADI Counties | State | TV Households |
|---|---|---|
| Muskingum | OH | 28,500 |

| | |
|---|---|
| **Women** | **30,700** |
| **Men** | **26,500** |
| **Teens** | **8,200** |
| **Children** | **12,200** |

**Multi-city ADI Cross-reference.** The following cities are in hyphenated markets, but are not the first city given in such a market; i.e., Troy in Albany-Schenectady-Troy, N.Y. They are listed alphabetically.

**Ada, Okla.** See Ardmore-Ada, Okla.
**Altoona, Pa.** See Johnstown-Altoona, Pa.
**Asheville, N.C.** See Greenville-Spartanburg, S.C.-Asheville, N.C.
**Austin, Minn.** See Rochester, Minn.-Mason City, Iowa-Austin, Minn.
**Battle Creek, Mich.** See Grand Rapids-Kalamazoo-Battle Creek, Mich.
**Bay City, Mich.** See Flint-Saginaw-Bay City, Mich.
**Beckley, W. Va.** See Bluefield-Beckley-Oak Hill, W. Va.
**Bismarck, N.D.** See Minot-Bismarck-Dickinson, N.D.
**Brownsville, Tex.** See McAllen-Brownsville, Tex.
**Butte, Mont.** See Missoula-Butte, Mont.
**Cadillac, Mich.** See Traverse City-Cadillac, Mich.
**Cape Girardeau, Mo.** See Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.
**Carthage, N.Y.** See Watertown-Carthage, N.Y.
**Champaign, Ill.** See Springfield-Decatur-Champaign, Ill.
**Daytona Beach, Fla.** See Orlando-Daytona Beach, Fla.
**Decatur, Ala.** See Huntsville-Decatur-Florence, Ala.
**Decatur, Ill.** See Springfield-Decatur-Champaign, Ill.
**Dickinson, N.D.** See Minot-Bismarck-Dickinson, N.D.
**Durham, N.C.** See Raleigh-Durham, N.C.
**Eau Claire, Wis.** See La Crosse-Eau Claire, Wis.
**El Dorado, Ark.** See Monroe, La.-El Dorado, Ark.
**Elkhart, Ind.** See South Bend-Elkhart, Ind.
**Florence, Ala.** See Huntsville-Decatur-Florence, Ala.
**Fort Worth, Tex.** See Dallas-Fort Worth, Tex.
**Glendive, Mont.** See Miles City-Glendive, Mont.
**Greenville, Miss.** See Greenwood-Greenville, Miss.
**Gulfport, Miss.** See Biloxi-Gulfport-Pascagoula, Miss.
**Hampton, Va.** See Norfolk-Portsmouth-Newport News-Hampton, Va.
**Hannibal, Mo.** See Quincy, Ill.-Hannibal, Mo.
**Harrisburg, Ill.** See Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.
**Harrisonburg, Va.** See Charlottesville-Harrisonburg, Va.
**Hastings, Neb.** See Lincoln-Hastings-Kearney, Neb.
**Hattiesburg, Miss.** See Laurel-Hattiesburg, Miss.
**High Point, N.C.** See Greensboro-Winston Salem-High Point, N.C.
**Huntington, W. Va.** See Charleston-Huntington, W.Va.
**Hutchinson, Kan.** See Wichita-Hutchinson, Kan.
**Jefferson City, Mo.** See Columbia-Jefferson City, Mo.
**Johnson City, Tenn.** See Bristol, Va.-Kingsport-Johnson City, Tenn.
**Kalamazoo, Mich.** See Grand Rapids-Kalamazoo-Battle Creek, Mich.
**Kearney, Neb.** See Lincoln-Hastings-Kearney, Neb.
**Kingsport, Tenn.** See Bristol, Va.-Kingsport-Johnson City, Tenn.
**Kirksville, Mo.** See Ottumwa, Iowa-Kirksville, Mo.
**Lancaster, Pa.** See Harrisburg-York-Lancaster-Lebanon, Pa.
**Lawton, Okla.** See Wichita Falls, Tex.-Lawton, Okla.
**Lebanon, Pa.** See Harrisburg-York-Lancaster-Lebanon, Pa.
**Lynchburg, Va.** See Roanoke-Lynchburg, Va.
**Mason City, Iowa.** See Rochester, Minn.-Mason City, Iowa-Austin, Minn.
**Midland, Tex.** See Odessa-Midland, Tex.
**Mitchell, S.D.** See Sioux Falls-Mitchell, S.D.
**Moline, Ill.** See Davenport, Iowa-Rock Island-Moline, Ill. (Quad City)
**Monterey, Calif.** See Salinas-Monterey, Calif.
**New Bern, N.C.** See Greenville-New Bern-Washington, N.C.
**New Haven, Conn.** See Hartford-New Haven, Conn.
**Newport News, Va.** See Norfolk-Portsmouth-Newport News-Hampton, Va.
**Oak Hill, W. Va.** See Bluefield-Beckley-Oak Hill, W. Va.
**Pascagoula, Miss.** See Biloxi-Gulfport-Pascagoula, Miss.
**Pensacola, Fla.** See Mobile, Ala.-Pensacola, Fla.
**Pittsburg, Kan.** See Joplin, Mo.-Pittsburg, Kan.
**Plattsburgh, N.Y.** See Burlington, Vt.-Plattsburgh, N.Y.
**Pocatello, Idaho.** See Idaho Falls-Pocatello, Idaho.
**Poland Spring, Me.** See Portland-Poland Spring, Me.
**Port Arthur, Tex.** See Beaumont-Port Arthur, Tex.
**Portsmouth, Va.** See Norfolk-Portsmouth-Newport News-Hampton, Va.
**Pueblo, Colo.** See Colorado Springs-Pueblo, Colo.
**Redding, Calif.** See Chico-Redding, Calif.
**Rhinelander, Wis.** See Wausau-Rhinelander, Wis.
**Riverton, Wyo.** See Casper-Riverton, Wyo.
**Rock Island, Ill.** See Davenport, Iowa-Rock Island, Moline, Ill. (Quad City)
**Saginaw, Mich.** See Flint-Saginaw-Bay City, Mich.
**San Luis Obispo, Calif.** See Santa Barbara-Santa Maria-San Luis Obispo, Calif.
**Santa Maria, Calif.** See Santa Barbara-Santa Maria-San Luis Obispo, Calif.
**St. Petersburg, Fla.** See Tampa-St. Petersburg, Fla.
**Schenectady, N.Y.** See Albany-Schenectady-Troy, N.Y.
**Scranton, Pa.** See Wilkes-Barre-Scranton, Pa.
**Spartanburg, S.C.** See Greenville-Spartanburg, S.C.-Asheville, N.C.
**Steubenville, Ohio.** See Wheeling, W. Va.-Steubenville, Ohio
**Superior, Wis.** See Duluth, Minn.-Superior, Wis.
**Stockton, Calif.** See Sacramento-Stockton, Calif.
**Sweetwater, Tex.** See Abilene-Sweetwater, Tex.
**Tacoma, Wash.** See Seattle-Tacoma, Wash.
**Temple, Tex.** See Waco-Temple, Tex.
**Texarkana, Tex.** See Shreveport, La.-Texarkana, Tex.
**Troy, N.Y.** See Albany-Schenectady-Troy, N.Y.
**Washington, N.C.** See Greenville-New Bern-Washington, N.C.
**Waterloo, Iowa.** See Cedar Rapids-Waterloo, Iowa
**Weston, W. Va.** See Clarksburg-Weston, W. Va.
**Winston-Salem, N.C.** See Greensboro-Winston-Salem-High Point, N.C.
**York, Pa.** See Harrisburg-York-Lancaster-Lebanon, Pa.
**Yuma, Ariz.** See El Centro, Calif.-Yuma, Ariz.

# The Markets Ranked by Size

Here are the television markets of the U.S. ranked in descending order by the number of television homes they contain. Also shown are the numbers of women, men, teenagers and children in each market and the percentage of the total U.S. population each represents.

All data is from the Arbitron Company and represents the Arbitron Television household and population estimates for the 1979-1980 season.

| | | *ADI TV Households* | | *ADI Women* | | *ADI Men* | | *ADI Teen-Agers* | | *ADI Children* | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total** | **U.S.** | **75,793,500** | **100.00%** | **80,553,100** | **100.00%** | **73,317,800** | **100.00%** | **22,600,100** | **100.00%** | **31,452,800** | **100.00%** |
| 1. | New York | 6,398,000 | 8.44% | 7,001,100 | 8.69% | 6,074,200 | 8.28% | 1,798,500 | 7.96% | 2,392,600 | 7.61% |
| 2. | Los Angeles | 4,050,700 | 5.34 | 3,991,600 | 4.96 | 3,643,500 | 4.97 | 1,048,900 | 4.64 | 1,485,200 | 4.72 |
| 3. | Chicago | 2,849,700 | 3.76 | 3,044,000 | 3.78 | 2,772,900 | 3.78 | 882,500 | 3.90 | 1,257,600 | 4.00 |
| 4. | Philadelphia | 2,399,300 | 3.17 | 2,663,400 | 3.31 | 2,360,800 | 3.22 | 713,100 | 3.16 | 955,100 | 3.04 |
| 5. | San Francisco | 1,883,600 | 2.49 | 1,852,100 | 2.30 | 1,727,900 | 2.36 | 470,900 | 2.08 | 618,400 | 1.97 |
| 6. | Boston | 1,807,200 | 2.38 | 2,026,000 | 2.52 | 1,772,600 | 2.42 | 545,400 | 2.41 | 703,100 | 2.24 |
| 7. | Detroit | 1,600,100 | 2.11 | 1,728,700 | 2.15 | 1,599,700 | 2.18 | 526,400 | 2.33 | 722,800 | 2.30 |
| 8. | Washington, D.C. | 1,397,600 | 1.84 | 1,483,800 | 1.84 | 1,350,400 | 1.84 | 417,600 | 1.85 | 578,100 | 1.84 |
| 9. | Cleveland | 1,348,900 | 1.78 | 1,469,200 | 1.82 | 1,318,300 | 1.80 | 420,800 | 1.86 | 569,500 | 1.81 |
| 10. | Dallas-Ft. Worth | 1,175,100 | 1.55 | 1,231,700 | 1.53 | 1,113,800 | 1.52 | 322,100 | 1.43 | 483,000 | 1.54 |
| | **Markets 1-10** | **24,910,200** | **32.87%** | **26,491,600** | **32.89%** | **23,734,100** | **32.37%** | **7,146,200** | **31.62%** | **9,765,400** | **31.05%** |
| | **Cumulative Total** | **24,910,200** | **32.87%** | **26,491,600** | **32.89%** | **23,734,100** | **32.37%** | **7,146,200** | **31.62%** | **9,765,400** | **31.05%** |
| 11. | Pittsburgh | 1,137,100 | 1.50% | 1,266,700 | 1.57% | 1,113,800 | 1.52% | 340,400 | 1.51% | 418,400 | 1.33% |
| 12. | Houston | 1,104,300 | 1.46 | 1,117,800 | 1.39 | 1,055,800 | 1.44 | 333,000 | 1.47 | 517,700 | 1.65 |
| 13. | Minneapolis-St. Paul | 994,300 | 1.31 | 1,071,600 | 1.33 | 991,500 | 1.35 | 315,300 | 1.40 | 432,200 | 1.37 |
| 14. | St. Louis | 980,200 | 1.29 | 1,081,400 | 1.34 | 946,900 | 1.29 | 317,000 | 1.40 | 416,500 | 1.32 |
| 15. | Miami | 943,500 | 1.24 | 999,200 | 1.24 | 864,000 | 1.18 | 208,700 | 92 | 284,600 | 90 |
| 16. | Atlanta | 936,100 | 1.24 | 1,010,200 | 1.25 | 907,400 | 1.24 | 278,100 | 1.23 | 434,800 | 1.38 |
| 17. | Seattle-Tacoma | 914,800 | 1.21 | 925,000 | 1.15 | 881,800 | 1.20 | 253,200 | 1.12 | 337,900 | 1.07 |
| 18. | Tampa-St. Petersburg | 899,000 | 1.19 | 906,900 | 1.13 | 775,900 | 1.06 | 179,300 | 79 | 251,000 | 80 |
| 19. | Baltimore | 806,500 | 1.06 | 883,100 | 1.10 | 808,700 | 1.10 | 252,700 | 1.12 | 317,100 | 1.01 |
| 20. | Hartford-New Haven | 758,600 | 1.00 | 833,700 | 1.03 | 758,800 | 1.03 | 225,200 | 1.00 | 287,600 | 91 |
| | **Markets 11-20** | **9,474,400** | **12.50%** | **10,095,600** | **12.53%** | **9,104,600** | **12.42%** | **2,702,900** | **11.96%** | **3,697,800** | **11.76%** |
| | **Cumulative Total** | **34,384,600** | **45.37%** | **36,587,200** | **45.42%** | **32,838,700** | **44.79%** | **9,849,100** | **43.58%** | **13,463,200** | **42.80%** |
| 21. | Denver | 755,600 | 1.00% | 770,000 | 96% | 723,200 | 99% | 214,300 | 95% | 305,400 | 97% |
| 22. | Indianapolis | 744,600 | 98 | 802,500 | 1.00 | 725,700 | 99 | 231,100 | 1.02 | 334,300 | 1.06 |
| 23. | Sacramento-Stockton | 701,400 | 93 | 702,500 | 87 | 667,700 | 91 | 209,200 | 93 | 275,100 | 87 |
| 24. | Portland, Ore. | 682,900 | 90 | 697,700 | 87 | 639,800 | 87 | 188,000 | 83 | 258,600 | 82 |
| 25. | San Diego | 675,100 | 89 | 629,900 | 78 | 651,700 | 89 | 168,900 | 75 | 251,600 | 80 |
| 26. | Milwaukee | 655,600 | 86 | 704,800 | 87 | 643,800 | 88 | 208,100 | 92 | 268,400 | 85 |
| 27. | Kansas City | 652,800 | 86 | 676,900 | 84 | 609,200 | 83 | 181,100 | 80 | 251,200 | 80 |
| 28. | Cincinnati | 647,200 | 85 | 701,700 | 87 | 621,500 | 85 | 200,300 | 89 | 283,500 | 90 |
| 29. | Buffalo | 628,600 | 83 | 657,900 | 82 | 581,000 | 79 | 199,400 | 88 | 251,100 | 80 |
| 30. | Nashville | 579,100 | 76 | 617,200 | 77 | 575,800 | 79 | 168,400 | 75 | 240,900 | 77 |
| | **Markets 21-30** | **6,722,900** | **8.87%** | **6,961,100** | **8.64%** | **6,439,400** | **8.78%** | **1,968,800** | **8.71%** | **2,720,100** | **8.65%** |
| | **Cumulative Total** | **41,107,500** | **54.24%** | **43,548,300** | **54.06%** | **39,278,100** | **53.57%** | **11,817,900** | **52.29%** | **16,183,300** | **51.45%** |
| 31. | Phoenix | 575,200 | 76% | 595,300 | 74% | 552,000 | 75% | 169,800 | 75% | 260,500 | 83% |
| 32. | Charlotte | 549,700 | 73 | 612,200 | 76 | 539,000 | 74 | 166,100 | 73 | 243,000 | 77 |
| 33. | Memphis | 537,200 | 71 | 591,700 | 73 | 520,100 | 71 | 188,500 | 83 | 268,600 | 85 |
| 34. | New Orleans | 529,600 | 70 | 573,000 | 71 | 510,500 | 70 | 180,600 | 80 | 268,100 | 85 |
| 35. | Columbus, Ohio | 528,100 | 70 | 562,800 | 70 | 513,300 | 70 | 152,700 | 68 | 231,900 | 74 |
| 36. | Greenville-Spartanburg-Asheville | 523,900 | 69 | 575,600 | 71 | 512,500 | 70 | 146,900 | 65 | 212,700 | 68 |
| 37. | Grand Rapids-Kalamazoo-Battle Creek | 518,100 | 68 | 556,300 | 69 | 509,600 | 70 | 169,900 | 75 | 236,500 | 75 |
| 38. | Providence | 512,700 | 68 | 575,000 | 71 | 499,100 | 68 | 151,800 | 67 | 200,400 | 64 |
| 39. | Oklahoma City | 495,100 | 65 | 502,700 | 62 | 451,400 | 62 | 135,000 | 60 | 196,500 | 62 |
| 40. | Orlando-Daytona Beach | 482,300 | 64 | 493,900 | 61 | 448,900 | 61 | 135,400 | 60 | 180,200 | 57 |
| | **Markets 31-40** | **5,251,900** | **6.93%** | **5,638,500** | **7.00%** | **5,056,400** | **6.90%** | **1,596,700** | **7.07%** | **2,298,400** | **7.31%** |
| | **Cumulative Total** | **46,359,400** | **61.17%** | **49,186,800** | **61.06%** | **44,334,500** | **60.47%** | **13,414,600** | **59.36%** | **18,481,700** | **58.76%** |
| 41. | Raleigh-Durham | 480,500 | 63% | 520,700 | 65% | 499,800 | 68% | 148,700 | 66% | 225,300 | 72% |
| 42. | Charleston-Huntington | 480,500 | 63 | 520,200 | 65 | 474,400 | 65 | 154,700 | 68 | 216,200 | 69 |
| 43. | Louisville | 473,400 | 62 | 509,900 | 63 | 473,200 | 65 | 151,800 | 67 | 215,000 | 68 |
| 44. | Dayton | 454,400 | 60 | 491,500 | 61 | 445,800 | 61 | 141,800 | 63 | 197,700 | 63 |
| 45. | Harrisburg-York-Lancaster-Lebanon | 453,500 | 60 | 488,100 | 61 | 436,200 | 59 | 131,000 | 58 | 183,800 | 58 |
| 46. | Norfolk-Portsmith-Newport-Hampton | 447,100 | 59 | 479,800 | 60 | 500,300 | 68 | 145,700 | 64 | 211,900 | 67 |
| 47. | Salt Lake City | 443,200 | 58 | 471,400 | 59 | 448,000 | 61 | 157,800 | 70 | 283,300 | 90 |
| 48. | Albany-Schenectady-Troy | 440,500 | 58 | 473,200 | 59 | 417,300 | 57 | 130,900 | 58 | 171,100 | 54 |
| 49. | Birmingham | 436,200 | 58 | 477,600 | 59 | 411,400 | 56 | 134,300 | 59 | 183,300 | 58 |
| 50. | Wilkes Barre-Scranton | 435,300 | 57 | 489,800 | 61 | 422,400 | 58 | 115,500 | 51 | 153,700 | 49 |
| | **Markets 41-50** | **4,544,600** | **6.00%** | **4,922,200** | **6.11%** | **4,528,800** | **6.18%** | **1,412,200** | **6.25%** | **2,041,300** | **6.49%** |
| | **Cumulative Total** | **50,904,000** | **67.16%** | **54,109,000** | **67.17%** | **48,863,300** | **66.65%** | **14,826,800** | **65.61%** | **20,523,000** | **65.25%** |

| | | ADI TV Households | | ADI Women | | ADI Men | | ADI Teen-Agers | | ADI Children | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 51 | San Antonio | 419,300 | 55% | 467,900 | 58% | 423,400 | 58% | 147,700 | 65% | 228,700 | 73% |
| 52 | Flint-Saginaw-Bay City | 408,100 | 54 | 432,900 | 54 | 404,600 | 55 | 142,200 | 63 | 202,000 | 64 |
| 53 | Greensboro-Winston Salem-High Point | 402,400 | 53 | 440,700 | 55 | 387,000 | 53 | 114,000 | 50 | 160,700 | 51 |
| 54 | Wichita-Hutchison | 392,700 | 52 | 402,300 | 50 | 363,700 | 50 | 116,000 | 51 | 148,200 | 47 |
| 55 | Little Rock | 388,700 | 51 | 411,800 | 51 | 373,300 | 51 | 116,500 | 52 | 159,200 | 54 |
| 56 | Toledo | 387,200 | 51 | 405,700 | 50 | 365,900 | 50 | 118,200 | 52 | 171,600 | 55 |
| 57 | Tulsa | 382,800 | 51 | 390,900 | 49 | 344,600 | 47 | 104,700 | 46 | 145.00 | 46 |
| 58 | Shreveport-Texarkana | 378,000 | 50 | 411,200 | 51 | 357,300 | 49 | 116,900 | 52 | 162,200 | 52 |
| 59 | Knoxville | 367,900 | 49 | 404,800 | 50 | 362,700 | 49 | 114,700 | 51 | 159,600 | 51 |
| 60 | Mobile-Pensacola | 350,400 | 46 | 379,400 | 47 | 351,900 | 48 | 121,600 | 54 | 185,300 | 59 |
| | **Markets 51-60** | **3,877,500** | **5.12%** | **4,147,600** | **5.15%** | **3,734,100** | **5.09%** | **1,212,500** | **5.37%** | **1,732,500** | **5.51%** |
| | **Cumulative Total** | **54,781,500** | **72.28%** | **58,256,600** | **72.32%** | **52,597,400** | **71.74%** | **16,039,300** | **70.97%** | **22,255,500** | **70.76%** |
| 61 | Roanoke-Lynchburg | 343,400 | 45% | 376,500 | 47% | 343,500 | 47% | 99,200 | 44% | 126,400 | 40% |
| 62 | Des Moines | 342,800 | 45 | 362,200 | 45 | 326,900 | 45 | 99,200 | 44 | 129,000 | 41 |
| 63 | Syracuse | 340,100 | 45 | 368,000 | 46 | 337,600 | 46 | 108,000 | 48 | 148,100 | 47 |
| 64 | Richmond | 333,300 | 44 | 368,100 | 46 | 331,600 | 45 | 101,000 | 45 | 132,200 | 42 |
| 65 | Omaha | 330,900 | 44 | 350,500 | 44 | 318,100 | 43 | 103,200 | 46 | 142,700 | 45 |
| 66 | Jacksonville | 330,800 | 44 | 349,800 | 43 | 323,100 | 44 | 104,000 | 46 | 148,400 | 47 |
| 67 | Green Bay | 329,800 | 44 | 357,800 | 44 | 333,300 | 45 | 115,100 | 51 | 144,200 | 46 |
| 68 | Rochester, N.Y. | 328,800 | 43 | 346,200 | 43 | 308,700 | 42 | 98,100 | 43 | 135,000 | 43 |
| 69 | Fresno | 321,100 | 42 | 329,800 | 41 | 312,100 | 43 | 104,900 | 46 | 152,300 | 48 |
| 70 | Davenport-Rock Is-Moline | 301,700 | 40 | 314,600 | 39 | 287,000 | 39 | 91,900 | 41 | 125,600 | 40 |
| | **Markets 61-70** | **3,302,700** | **4.36%** | **3,523,500** | **4.37%** | **3,221,900** | **4.39%** | **1,024,600** | **4.53%** | **1,383,900** | **4.40%** |
| | **Cumulative Total** | **58,084,200** | **76.63%** | **61,780,100** | **76.69%** | **55,819,300** | **76.13%** | **17,063,900** | **75.50%** | **23,639,400** | **75.16%** |
| 71 | Chattanooga | 297,000 | 39% | 304,700 | 38% | 270,200 | 37% | 83,300 | 37% | 126,200 | 40% |
| 72 | Springfield-Decatur-Champaign | 294,000 | 39 | 305,300 | 38 | 276,300 | 38 | 80,600 | 36 | 114,000 | 36 |
| 73 | Spokane | 292,400 | 39 | 295,300 | 37 | 284,800 | 39 | 87,600 | 39 | 117,800 | 37 |
| 74 | Portland-Poland Springs | 285,800 | 38 | 307,600 | 38 | 275,600 | 38 | 87,900 | 39 | 117,800 | 37 |
| 75 | Albuquerque | 284,800 | 38 | 297,100 | 37 | 276,500 | 38 | 100,700 | 45 | 143,800 | 46 |
| 76 | Paducah-Cape Girardeau-Harrisburg | 283,900 | 37 | 297,700 | 37 | 267,900 | 37 | 73,700 | 33 | 97,400 | 31 |
| 77 | West Palm Beach | 266,300 | 35 | 274,400 | 34 | 241,900 | 33 | 62,000 | 27 | 88,900 | 28 |
| 78 | Johnstown-Altoona | 259,400 | 34 | 284,800 | 35 | 261,800 | 36 | 77,900 | 34 | 103,400 | 33 |
| 79 | Cedar Rapids-Waterloo | 256,800 | 34 | 282,500 | 35 | 259,600 | 35 | 81,200 | 36 | 107,800 | 34 |
| 80 | Jackson, Miss | 256,100 | 34 | 284,800 | 35 | 243,300 | 33 | 94,200 | 42 | 140,800 | 45 |
| | **Markets 71-80** | **2,776,500** | **3.66%** | **2,934,200** | **3.64%** | **2,657,900** | **3.63%** | **829,100** | **3.67%** | **1,157,900** | **3.68%** |
| | **Cumulative Total** | **60,860,700** | **80.30%** | **64,714,300** | **80.34%** | **58,477,200** | **79.76%** | **17,893,000** | **79.17%** | **24,797,300** | **78.84%** |
| 81 | Youngstown | 255,300 | 34% | 290,000 | 36% | 262,300 | 36% | 85,300 | 38% | 110,600 | 35% |
| 82 | South Bend-Elkhart | 253,500 | 33 | 269,500 | 33 | 247,200 | 34 | 79,900 | 35 | 113,200 | 36 |
| 83 | Springfield, Mo | 248,700 | 33 | 257,000 | 32 | 247,600 | 34 | 63,600 | 28 | 89,100 | 28 |
| 84 | Bristol-Kingsport-Johnson City | 248,600 | 33 | 273,500 | 34 | 249,800 | 34 | 76,600 | 34 | 105,000 | 33 |
| 85 | Lincoln-Hastings-Kearney | 229,200 | 30 | 236,000 | 29 | 216,300 | 30 | 62,600 | 28 | 81,700 | 26 |
| 86 | Springfield, Mass | 221,300 | 29 | 249,400 | 31 | 217,700 | 30 | 67,400 | 30 | 82,400 | 26 |
| 87 | Peoria | 221,100 | 29 | 234,100 | 29 | 209,600 | 29 | 64,700 | 29 | 91,100 | 29 |
| 88 | Evansville | 218,100 | 29 | 234,500 | 29 | 207,900 | 28 | 67,200 | 30 | 89,400 | 28 |
| 89 | Lexington | 216,400 | 29 | 242,500 | 30 | 222,200 | 30 | 62,800 | 28 | 96,200 | 31 |
| 90 | Tucson | 208,600 | 28 | 217,800 | 27 | 202,600 | 28 | 61,600 | 27 | 95,000 | 30 |
| | **Markets 81-90** | **2,320,800** | **3.06%** | **2,504,300** | **3.11%** | **2,283,200** | **3.11%** | **691,700** | **3.06%** | **953,700** | **3.03%** |
| | **Cumulative Total** | **63,181,500** | **83.36%** | **67,218,600** | **83.45%** | **60,760,400** | **82.87%** | **18,584,700** | **82.23%** | **25,751,000** | **81.87** |
| 91 | Lansing | 205,300 | 27% | 217,600 | 27% | 212,800 | 29% | 61,600 | 27% | 88,600 | 28% |
| 92 | Baton Rouge | 201,500 | 27 | 220,100 | 27 | 207,900 | 28 | 72,800 | 32 | 108,000 | 34 |
| 93 | Fargo | 200,500 | 26 | 209,300 | 26 | 210,000 | 29 | 65,400 | 29 | 82,400 | 26 |
| 94 | Ft. Wayne | 199,700 | 26 | 214,000 | 27 | 193,700 | 26 | 64,300 | 28 | 93,200 | 30 |
| 95 | Sioux Falls-Mitchell | 199,400 | 26 | 210,000 | 26 | 196,100 | 27 | 68,000 | 30 | 80,600 | 26 |
| 96 | Huntsville-Decatur-Florence | 197,700 | 26 | 217,600 | 27 | 198,200 | 27 | 63,200 | 28 | 89,000 | 28 |
| 97 | Columbia, S.C. | 195,500 | 26 | 226,900 | 28 | 221,800 | 30 | 72,000 | 32 | 105,800 | 34 |
| 98 | Burlington-Plattsburgh | 194,900 | 26 | 207,700 | 26 | 193,800 | 26 | 63,700 | 28 | 88,500 | 28 |
| 99 | Austin, Tex | 194,200 | 26 | 214,200 | 27 | 206,000 | 28 | 53,900 | 24 | 87,100 | 28 |
| 100 | Waco-Temple | 184,800 | 24 | 185,000 | 23 | 207,800 | 28 | 49,200 | 22 | 84,300 | 27 |
| | **Markets 91-100** | **1,973,500** | **2.60%** | **2,122,400** | **2.63%** | **2,048,100** | **2.79%** | **634,100** | **2.81%** | **907,500** | **2.89%** |
| | **Cumulative Total** | **65,155,000** | **85.96%** | **69,341,000** | **86.08%** | **62,808,500** | **85.67%** | **19,218,800** | **85.04%** | **26,658,500** | **84.76%** |
| 101 | Colorado Springs-Pueblo | 182,400 | 24% | 182,900 | 23% | 185,000 | 25% | 54,500 | 24% | 84,200 | 27% |
| 102 | El Paso | 176,700 | 23 | 193,400 | 24 | 183,200 | 25 | 68,100 | 30 | 115,900 | 37 |
| 103 | Madison | 176,200 | 23 | 183,700 | 23 | 173,200 | 24 | 50,900 | 23 | 67,200 | 21 |
| 104 | Rockford | 172,500 | 23 | 177,500 | 22 | 162,700 | 22 | 53,900 | 24 | 74,600 | 24 |
| 105 | Greenville-New Bern-Washington | 171,900 | 23 | 185,800 | 23 | 194,900 | 27 | 60,300 | 27 | 89,300 | 28 |
| 106 | Duluth-Superior | 168,700 | 22 | 170,400 | 21 | 162,000 | 22 | 55,300 | 24 | 62,200 | 20 |
| 107 | Amarillo | 162,700 | 21 | 164,300 | 20 | 153,200 | 21 | 49,800 | 22 | 68,400 | 22 |
| 108 | Terre Haute | 162,200 | 21 | 171,700 | 21 | 150,700 | 21 | 44,700 | 20 | 58,500 | 19 |
| 109 | Augusta | 160,600 | 21 | 180,100 | 22 | 166,300 | 23 | 58,700 | 26 | 83,200 | 26 |
| 110 | Wichita Falls-Lawton | 160,000 | 21 | 162,700 | 20 | 161,800 | 22 | 44,500 | 20 | 64,800 | 21 |
| | **Markets 101-110** | **1,693,900** | **2.23%** | **1,772,500** | **2.20%** | **1,693,000** | **2.31%** | **540,700** | **2.39%** | **768,300** | **2.44%** |
| | **Cumulative Total** | **66,848,900** | **88.20%** | **71,113,500** | **88.28%** | **64,501,500** | **87.98%** | **19,759,500** | **87.43%** | **27,426,800** | **87.20%** |
| 111 | Monroe-El Dorado | 159,900 | 21% | 177,700 | 22% | 155,300 | 21% | 56,400 | 25% | 77,300 | 25% |
| 112 | Joplin-Pittsburg | 159,300 | 21 | 163,300 | 20 | 142,300 | 19 | 39,800 | 18 | 53,400 | 17 |
| 113 | Columbus, Ga | 157,800 | 21 | 175,200 | 22 | 167,000 | 23 | 50,700 | 22 | 74,600 | 24 |
| 114 | Salinas-Monterey | 157,000 | 21 | 169,300 | 21 | 168,000 | 23 | 45,100 | 20 | 69,700 | 22 |
| 115 | Lafayette, La. | 156,000 | 21 | 173,200 | 22 | 156,700 | 21 | 60,900 | 27 | 87,000 | 28 |
| 116 | S. Barbara-S. Maria-San Luis Obispo | 155,400 | 21 | 161,400 | 20 | 157,800 | 22 | 41,600 | 18 | 53,300 | 17 |
| 117 | Charleston, S.C. | 154,800 | 20 | 166,500 | 21 | 168,400 | 23 | 58,200 | 26 | 89,200 | 28 |
| 118 | Wilmington | 153,100 | 20 | 162,300 | 20 | 146,600 | 20 | 52,800 | 23 | 78,500 | 25 |
| 119 | Beaumont-Pt. Arthur | 153,000 | 20 | 156,600 | 19 | 143,800 | 20 | 48,800 | 22 | 60,900 | 19 |
| 120 | Savannah | 150,500 | 20 | 163,500 | 20 | 166,700 | 23 | 51,700 | 23 | 76,800 | 24 |
| | **Markets 111-120** | **1,556,800** | **2.05%** | **1,669,000** | **2.07%** | **1,572,600** | **2.14%** | **506,000** | **2.24%** | **720,700** | **2.29%** |
| | **Cumulative Total** | **68,405,700** | **90.25%** | **72,782,500** | **90.35%** | **66,074,100** | **90.12%** | **20,265,500** | **89.67%** | **28,147,500** | **89.49%** |

| | | *ADI TV Households* | | *ADI Women* | | *ADI Men* | | *ADI Teen-Agers* | | *ADI Children* | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 121. | Sioux City | 149,600 | 20% | 157,900 | 20% | 143,000 | 20% | 49,400 | 22% | 60,300 | 19% |
| 122. | Montgomery | 149,500 | 20 | 168,800 | 21 | 143,500 | 20 | 49,600 | 22 | 72,200 | 23 |
| 123. | La Crosse-Eau Claire | 149,000 | 20 | 162,500 | 20 | 151,900 | 21 | 48,900 | 22 | 60,600 | 19 |
| 124. | Binghamton | 147,700 | 19 | 154,500 | 19 | 138,700 | 19 | 46,200 | 20 | 61,900 | 20 |
| 125. | Lubbock | 144,700 | 19 | 148,800 | 18 | 140,500 | 19 | 45,300 | 20 | 67,700 | 22 |
| 126. | Las Vegas | 141,100 | 19 | 132,900 | 16 | 137,000 | 19 | 40,700 | 18 | 56,600 | 20 |
| 127. | Eugene | 140,100 | 18 | 140,900 | 17 | 137,500 | 19 | 40,500 | 18 | 56,600 | 18 |
| 128. | Wausau-Rhinelander | 138,700 | 18 | 147,600 | 18 | 141,800 | 19 | 48,300 | 21 | 61,700 | 20 |
| 129. | Ft. Myers-Naples | 137,600 | 18 | 135,100 | 17 | 125,000 | 17 | 28,000 | 12 | 43,000 | 14 |
| 130. | Wheeling-Steubenville | 136,900 | 18 | 149,000 | 18 | 132,800 | 18 | 38,800 | 17 | 52,900 | 17 |
| | **Markets 121-130** | **1,434,800** | **1.89%** | **1,498,000** | **1.88%** | **1,391,700** | **1.90%** | **435,700** | **1.93%** | **599,300** | **1.91%** |
| | **Cumulative Total** | **69,840,500** | **92.15%** | **74,280,500** | **92.21%** | **67,465,800** | **92.02%** | **20,701,200** | **91.60%** | **28,746,800** | **91.40%** |
| 131. | Corpus-Christi | 136,400 | 18% | 146,900 | 18% | 137,900 | 19% | 50,800 | 22% | 76,600 | 24% |
| 132. | Yakima | 135,800 | 18 | 138,200 | 17 | 130,800 | 18 | 44,300 | 20 | 57,400 | 18 |
| 133. | Topeka | 135,500 | 18 | 140,900 | 17 | 138,200 | 19 | 34,900 | 15 | 52,800 | 17 |
| 134. | Columbia-Jefferson City | 135,200 | 18 | 147,700 | 18 | 140,600 | 19 | 36,600 | 16 | 50,400 | 16 |
| 135. | Columbus-Tupelo | 134,900 | 18 | 146,700 | 18 | 131,900 | 18 | 43,700 | 19 | 65,100 | 21 |
| 136. | Traverse City-Cadillac | 133,800 | 18 | 137,600 | 17 | 128,200 | 17 | 43,600 | 19 | 59,700 | 19 |
| 137. | Rochester-Mason City-Austin | 132,200 | 17 | 141,200 | 18 | 126,400 | 17 | 43,200 | 19 | 53,000 | 17 |
| 138. | Erie | 131,100 | 17 | 146,900 | 18 | 130,100 | 18 | 42,000 | 19 | 60,000 | 19 |
| 139. | Bluefield-Beckley-Oak Hill | 128,800 | 17 | 139,300 | 17 | 123,100 | 17 | 41,000 | 18 | 57,500 | 18 |
| 140. | Tallahassee | 128,700 | 17 | 143,200 | 18 | 126,800 | 17 | 41,400 | 18 | 62,500 | 20 |
| | **Markets 131-140** | **1,332,400** | **1.76%** | **1,428,600** | **1.77%** | **1,314,000** | **1.79%** | **421,500** | **1.87%** | **595,000** | **1.89%** |
| | **Cumulative Total** | **71,172,900** | **93.90%** | **75,709,100** | **93.99%** | **68,779,800** | **93.81%** | **21,122,700** | **93.46%** | **29,341,800** | **93.29%** |
| 141. | McAllen-Brownsville | 128,200 | 17% | 147,700 | 18% | 125,700 | 17% | 58,100 | 26% | 105,100 | 33% |
| 142. | Boise | 128,100 | 17 | 129,800 | 16 | 124,000 | 17 | 38,600 | 17 | 59,100 | 19 |
| 143. | Minot-Bismarck-Dickinson | 123,000 | 16 | 129,000 | 16 | 127,800 | 17 | 45,400 | 20 | 60,100 | 19 |
| 144. | Reno | 122,200 | 16 | 114,900 | 14 | 116,500 | 16 | 33,700 | 15 | 43,900 | 14 |
| 145. | Macon | 122,000 | 16 | 138,700 | 17 | 119,100 | 16 | 43,100 | 19 | 61,000 | 19 |
| 146. | Chico-Redding | 116,200 | 15 | 112,700 | 14 | 106,700 | 15 | 31,800 | 14 | 39,500 | 13 |
| 147. | Bangor | 114,600 | 15 | 123,800 | 15 | 115,300 | 16 | 35,900 | 16 | 49,100 | 16 |
| 148. | Quincy-Hannibal | 114,300 | 15 | 122,300 | 15 | 109,200 | 15 | 30,600 | 14 | 39,900 | 13 |
| 149. | Odessa-Midland | 112,300 | 15 | 115,400 | 14 | 108,700 | 15 | 40,200 | 18 | 55,100 | 18 |
| 150. | Albany, Ga. | 110,500 | 15 | 119,900 | 15 | 104,700 | 14 | 38,500 | 17 | 58,900 | 19 |
| | **Markets 141-150** | **1,191,400** | **1.57%** | **1,254,200** | **1.56%** | **1,157,700** | **1.58%** | **395,900** | **1.75%** | **572,700** | **1.82%** |
| | **Cumulative Total** | **72,364,300** | **95.46%** | **76,963,300** | **95.54%** | **69,937,500** | **95.39%** | **21,518,600** | **95.21%** | **29,913,500** | **95.11%** |
| 151. | Ft. Smith | 109,300 | 14% | 115,300 | 14% | 106,200 | 14% | 30,700 | 14% | 45,500 | 14% |
| 152. | Abilene-Sweetwater | 103,700 | 14 | 107,400 | 13 | 94,300 | 13 | 26,800 | 12 | 35,800 | 11 |
| 153. | Medford | 102,400 | 14 | 98,300 | 12 | 95,600 | 13 | 27,100 | 12 | 38,700 | 12 |
| 154. | Utica | 101,600 | 13 | 108,300 | 13 | 96,400 | 13 | 30,600 | 14 | 40,000 | 13 |
| 155. | Bakersfield | 101,400 | 13 | 105,600 | 13 | 100,900 | 14 | 35,000 | 15 | 49,300 | 16 |
| 156. | Missoula-Butte | 99,500 | 13 | 100,900 | 13 | 100,300 | 14 | 30,300 | 13 | 39,700 | 13 |
| 157. | Charlottesville-Harrisonburg | 95,700 | 13 | 107,800 | 13 | 99,700 | 14 | 26,800 | 12 | 35,600 | 11 |
| 158. | Dothan | 92,800 | 12 | 98,600 | 12 | 89,200 | 12 | 29,100 | 13 | 42,500 | 14 |
| 159. | Idaho Falls-Pocatello | 90,100 | 12 | 92,600 | 11 | 91,000 | 12 | 33,400 | 15 | 54,300 | 17 |
| 160. | Florence, S.C. | 85,300 | 11 | 96,800 | 12 | 82,600 | 11 | 33,500 | 15 | 47,400 | 15 |
| | **Markets 151-160** | **981,800** | **1.30%** | **1,031,600** | **1.28%** | **956,200** | **1.30%** | **303,300** | **1.34%** | **428,800** | **1.36%** |
| | **Cumulative Total** | **73,346,100** | **96.77%** | **77,994,900** | **96.82%** | **70,893,700** | **96.69%** | **21,821,900** | **96.56%** | **30,342,300** | **96.47%** |
| 161. | Salisbury | 83,900 | 11% | 88,000 | 11% | 77,300 | 11% | 23,900 | 11% | 30,600 | 10% |
| 162. | Clarksburg-Weston | 83,000 | 11 | 89,000 | 11 | 80,000 | 11 | 21,800 | 10 | 32,700 | 10 |
| 163. | Alexandria, Minn. | 82,700 | 11 | 85,500 | 11 | 82,800 | 11 | 28,200 | 12 | 32,800 | 10 |
| 164. | Rapid City | 82,100 | 11 | 80,900 | 10 | 82,000 | 11 | 26,000 | 12 | 39,000 | 12 |
| 165. | Elmira | 81,900 | 11 | 85,900 | 11 | 77,100 | 11 | 26,800 | 12 | 34,800 | 11 |
| 166. | Tyler | 77,800 | 10 | 82,100 | 10 | 74,200 | 10 | 22,000 | 10 | 32,200 | 10 |
| 167. | Watertown-Carthage | 77,000 | 10 | 82,100 | 10 | 75,900 | 10 | 27,700 | 12 | 37,000 | 12 |
| 168. | Laurel-Hattiesburg | 75,400 | 10 | 82,600 | 10 | 73,000 | 10 | 25,200 | 11 | 37,000 | 12 |
| 169. | Anchorage | 67,100 | 09 | 66,700 | 08 | 73,600 | 10 | 25,600 | 11 | 41,100 | 13 |
| 170. | Meridian | 66,600 | 09 | 71,500 | 09 | 62,600 | 09 | 21,900 | 10 | 32,800 | 10 |
| | **Markets 161-170** | **777,500** | **1.03%** | **814,300** | **1.01%** | **758,500** | **1.03%** | **249,100** | **1.10%** | **350,000** | **1.11%** |
| | **Cumulative Total** | **74,123,600** | **97.80%** | **78,809,200** | **97.84%** | **71,652,200** | **97.73%** | **22,071,000** | **97.66%** | **30,692,300** | **97.58%** |
| 171. | Alexandria, La. | 66,000 | 09% | 74,200 | 09% | 79,400 | 11% | 24,100 | 11% | 33,500 | 11% |
| 172. | Lake Charles | 64,700 | 09 | 68,200 | 08 | 63,100 | 09 | 23,100 | 10 | 32,400 | 10 |
| 173. | Jonesboro | 64,500 | 09 | 67,500 | 08 | 61,200 | 08 | 18,300 | 08 | 24,300 | 08 |
| 174. | Ardmore-Ada | 64,200 | 08 | 65,400 | 08 | 58,100 | 08 | 16,800 | 07 | 22,700 | 07 |
| 175. | Great Falls, | 63,900 | 08 | 62,500 | 08 | 62,600 | 09 | 21,600 | 10 | 29,100 | 09 |
| 176. | Billings | 61,600 | 08 | 61,800 | 08 | 58,600 | 08 | 20,000 | 09 | 27,000 | 09 |
| 177. | Panama City | 55,800 | 07 | 58,500 | 07 | 53,400 | 07 | 18,000 | 08 | 24,400 | 08 |
| 178. | Gainesville | 54,600 | 07 | 58,200 | 07 | 57,900 | 08 | 14,400 | 06 | 22,000 | 07 |
| 179. | Marquette | 52,800 | 07 | 52,600 | 07 | 57,500 | 08 | 15,100 | 07 | 21,900 | 07 |
| 180. | Casper-Riverton | 52,700 | 07 | 53,000 | 07 | 51,300 | 07 | 17,500 | 08 | 23,500 | 07 |
| | **Markets 171-180** | **600,800** | **.79%** | **621,900** | **.77%** | **603,100** | **.82%** | **188,900** | **.84%** | **260,800** | **.83%** |
| | **Cumulative Total** | **74,724,400** | **98.59%** | **79,431,100** | **98.61%** | **72,255,300** | **98.55%** | **22,259,900** | **98.49%** | **30,953,100** | **98.41%** |
| 181. | El Centro-Yuma | 51,300 | 07% | 50,500 | 06% | 51,200 | 07% | 18,200 | 08% | 27,900 | 09% |
| 182. | Jackson, Tenn. | 51,000 | 07 | 55,800 | 07 | 48,500 | 07 | 14,300 | 06 | 20,600 | 07 |
| 183. | Biloxi-Gulfport-Pascagoula | 50,300 | 07 | 49,400 | 06 | 59,000 | 08 | 15,900 | 07 | 29,000 | 09 |
| 184. | Eureka | 50,100 | 07 | 47,000 | 06 | 48,200 | 07 | 14,400 | 06 | 18,300 | 06 |
| 185. | Roswell | 50,100 | 07 | 51,900 | 06 | 47,700 | 07 | 17,500 | 08 | 22,200 | 07 |
| 186. | Palm Springs | 49,000 | 06 | 48,900 | 06 | 45,200 | 06 | 14,000 | 06 | 21,300 | 07 |
| 187. | Cheyenne | 48,400 | 06 | 48,200 | 06 | 46,000 | 06 | 14,300 | 06 | 20,500 | 07 |
| 188. | St. Joseph | 48,200 | 06 | 51,200 | 06 | 43,800 | 06 | 12,100 | 05 | 16,700 | 05 |
| 189. | Grand Junction | 44,100 | 06 | 43,400 | 05 | 40,100 | 05 | 13,300 | 06 | 16,300 | 05 |
| 190. | Greenwood-Greenville | 41,600 | 05 | 47,000 | 06 | 40,800 | 06 | 18,000 | 08 | 27,100 | 09 |
| | **Markets 181-190** | **484,100** | **.64%** | **493,300** | **.61%** | **470,500** | **.64%** | **152,000** | **.67%** | **219,900** | **.70%** |
| | **Cumulative Total** | **75,208,500** | **99.23%** | **79,924,400** | **99.22%** | **72,725,800** | **99.19%** | **22,411,900** | **99.17%** | **31,173,000** | **99.11%** |

| | | ADI TV Households | | ADI Women | | ADI Men | | ADI Teen-Agers | | ADI Children | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 201 | Dubuque | 28.600 | 04% | 34.400 | 04% | 31.000 | 04% | 11.400 | 05% | 16.300 | 05% |
| 202 | Zanesville | 28.300 | 04 | 30.700 | 04 | 26.500 | 04 | 8.200 | 04 | 12.200 | 04 |
| 203 | Ottumwa-Kirksville | 28.100 | 04 | 29.400 | 04 | 27.400 | 04 | 6.600 | 03 | 9.300 | 03 |
| 204 | Laredo | 26.600 | 04 | 30.600 | 04 | 25.300 | 03 | 10.800 | 05 | 21.000 | 07 |
| 205 | Farmington | 22.900 | 03 | 22.800 | 03 | 21.100 | 03 | 9.800 | 04 | 15.000 | 05 |
| 206 | Flagstaff | 19.700 | 03 | 21.500 | 03 | 21.300 | 03 | 6.800 | 03 | 13.500 | 04 |
| 207 | Victoria | 19.600 | 03 | 21.700 | 03 | 19.500 | 03 | 7.500 | 03 | 10.300 | 03 |
| 208 | Selma | 17.700 | 02 | 19.600 | 02 | 15.800 | 02 | 6.300 | 03 | 10.600 | 03 |
| 209 | North Platte | 16.200 | 02 | 16.100 | 02 | 14.800 | 02 | 5.000 | 02 | 6.900 | 02 |
| 210 | Helena | 14.400 | 02 | 14.900 | 02 | 13.400 | 02 | 4.500 | 02 | 5.900 | 02 |
| | **Markets 201-210** | **222,100** | **.29%** | **241,700** | **.30%** | **216,100** | **.29%** | **76,900** | **.34%** | **121,000** | **.38%** |
| | **Cumulative Total** | **75,773,000** | **99.97%** | **80,541,700** | **99.99%** | **73,297,300** | **99.97%** | **22,592,000** | **99.96%** | **31,443,100** | **99.97%** |
| 191 | Lafayette, Ind | 39.700 | 05% | 44.400 | 06% | 47.100 | 06% | 10.000 | 04% | 16.500 | 05% |
| 192 | Tuscaloosa | 39.100 | 05 | 47.800 | 06 | 44.600 | 06 | 12.300 | 05 | 18.600 | 06 |
| 193 | Anniston | 37.900 | 05 | 41.500 | 05 | 40.800 | 06 | 11.200 | 05 | 16.600 | 05 |
| 194 | Mankato | 36.200 | 05 | 40.200 | 05 | 37.300 | 05 | 11.000 | 05 | 13.800 | 04 |
| 195 | Lima | 35.200 | 05 | 37.800 | 05 | 33.800 | 05 | 11.400 | 05 | 16.200 | 05 |
| 196 | Bowling Green | 33.200 | 04 | 37.200 | 05 | 35.300 | 05 | 8.900 | 04 | 13.600 | 04 |
| 197 | Parkersburg | 31.800 | 04 | 34.900 | 04 | 30.500 | 04 | 8.700 | 04 | 13.300 | 04 |
| 198 | San Angelo | 30.500 | 04 | 31.000 | 04 | 27.900 | 04 | 8.200 | 04 | 11.900 | 04 |
| 199 | Twin Falls | 29.800 | 04 | 28.900 | 04 | 26.900 | 04 | 9.200 | 04 | 12.800 | 04 |
| 200 | Presque Isle | 29.000 | 04 | 31.900 | 04 | 31.200 | 04 | 12.300 | 05 | 15.800 | 05 |
| | **Markets 191-200** | **342,400** | **.45%** | **375,800** | **.47%** | **355,400** | **.48%** | **103,200** | **.46%** | **149,100** | **.47%** |
| | **Cumulative Total** | **75,550,900** | **99.68%** | **80,300,000** | **99.69%** | **73,081,200** | **99.68%** | **22,515,100** | **99.62%** | **31,322,100** | **99.58%** |
| 211 | Alpena | 10.900 | 01% | 11.500 | 01% | 10.700 | 01% | 4.200 | 02% | 5.400 | 02% |
| 212 | Miles City-Glendive | 9.700 | 01 | 10.100 | 01 | 9.600 | 01 | 3.900 | 02 | 4.300 | 01 |
| | **Markets 211-212** | **20,600** | **.03%** | **21,600** | **.03%** | **20,300** | **.03%** | **8,100** | **.04%** | **9,700** | **.03%** |
| | **Cumulative Total** | **75,793,600** | **100.00%** | **80,563,300** | **100.01%** | **73,317,600** | **100.00%** | **22,600,100** | **100.00%** | **31,452,800** | **100.00%** |

# TV Markets by Nielsen Marketing Research Territory

Nielsen Marketing Research territory groupings are another standard way of reporting sales data. The following table ranks TV markets within each Nielsen Territory. This provides a yardstick for determining the number of spot markets needed to achieve a given coverage of a territory. For example, if the national media are not delivering sufficient advertising weight in New England, the planner will find that three TV markets (Boston, Hartford and Providence) contain more than 80% of the New England territory households. Or, he can use the table to get a better idea of how and what TV markets are needed to cover all of New England. Data is from special Nielsen Station Index tabulation based on a September 1979 estimate.

| Designated Market Area | TV Households | % Territory | % Total U.S. | Rank |
|---|---|---|---|---|
| **New England** | | | | |
| Boston-Manchester-Worcester | 1.861.470 | 46 5 | 2 439 | 6 |
| Hartford & New Haven | 690.500 | 17 2 | 905 | 24 |
| Providence | 572.210 | 14 3 | 750 | 32 |
| Portland-Poland Spring | 289.100 | 7 3 | 378 | 76 |
| Springfield-Holyoke | 225.520 | 5 6 | 296 | 86 |
| Burlington-Plattsburgh | 215.730 | 5 4 | 281 | 93 |
| Bangor | 117.700 | 2 9 | 155 | 148 |
| Presque Isle | 30.060 | 8 | 039 | 196 |
| **Total** | 4.001.290 | 100 0 | 5 243 | |
| **Metropolitan New York** | | | | |
| New York | 6.452.720 | 100 0 | 8 456 | 1 |
| **Total** | 6.452.720 | 100 0 | 8 456 | |
| **Middle Atlantic** | | | | |
| Philadelphia | 2.364.220 | 29 5 | 3 098 | 4 |
| Washington, D C | 1.288.760 | 16 1 | 1 689 | 9 |
| Baltimore | 805.940 | 10 1 | 1 056 | 19 |
| Buffalo | 633.740 | 7 9 | 830 | 29 |
| Wilkes Barre-Scranton | 453.860 | 5 7 | 595 | 45 |
| Harrisburg-Lebanon-Lancaster-York | 452.220 | 5 6 | 593 | 47 |
| Albany-Schnectady-Troy | 447.230 | 5 6 | 586 | 49 |
| Syracuse-Elmira | 436.500 | 5 5 | 572 | 52 |
| Rochester | 332.540 | 4 1 | 436 | 65 |
| Johnstown-Altoona | 285.890 | 3 6 | 374 | 77 |
| Binghamton | 159.210 | 2 0 | 209 | 118 |
| Hagerstown | 104.770 | 1 3 | 137 | 156 |
| Utica | 98.280 | 1 2 | 129 | 157 |
| Salisbury | 72.630 | 9 | 095 | 166 |
| Watertown | 64.340 | 9 | 084 | 174 |
| **Total** | 8.000.130 | 100 0 | 10 483 | |
| **East-Central** | | | | |
| Detroit | 1.604.080 | 14 4 | 2.102 | 7 |
| Cleveland-Akron | 1.342.020 | 12 1 | 1 759 | 8 |
| Pittsburgh | 1.149.290 | 10 3 | 1.506 | 11 |
| Indianapolis-Lafayette | 797.060 | 7 2 | 1 045 | 20 |
| Cincinnati | 665.870 | 6 0 | 872 | 26 |
| Columbus, Ohio | 543.310 | 4 9 | 712 | 34 |
| Grand Rapids-Kalamazoo-Battle Creek | 522.020 | 4 7 | 684 | 38 |
| Louisville | 482.230 | 4 3 | 632 | 42 |
| Dayton | 445.950 | 4 0 | 585 | 50 |
| Charleston-Huntington | 439.360 | 4 0 | 575 | 51 |
| Flint-Saginaw-Bay City | 411.720 | 3 7 | 540 | 53 |
| Toledo | 389.930 | 3 5 | 511 | 56 |
| South Bend-Elkhart | 255.740 | 2 3 | 335 | 81 |
| Evansville | 219.330 | 2 0 | 287 | 87 |
| Lexington | 216.890 | 1 9 | 285 | 91 |
| Youngstown | 216.750 | 2 0 | 284 | 92 |
| Lansing | 206.350 | 1 8 | 270 | 95 |
| Ft Wayne | 193.490 | 1 8 | 254 | 100 |
| Wheeling-Steubenville | 177.690 | 1 6 | 232 | 106 |
| Terre Haute | 164.480 | 1 4 | 216 | 111 |
| Beckley-Bluefield-Oak Hill | 141.010 | 1 3 | 185 | 130 |
| Traverse City-Cadillac | 136.980 | 1 2 | 179 | 135 |
| Erie | 132.920 | 1 2 | 174 | 138 |
| Clarksburg-Weston | 74.340 | 7 | 098 | 165 |
| Marquette | 55.430 | 5 | 072 | 179 |
| Parkersburg | 52.290 | 5 | 069 | 184 |
| Lima | 35.640 | 3 | 047 | 194 |
| Zanesville | 28.720 | 2 | 037 | 198 |
| Alpena | 11.330 | 2 | 015 | 202 |
| **Total** | 11.112.220 | 100 0 | 14 562 | |
| **Metropolitan Chicago** | | | | |
| Chicago | 2.855.500 | 100 0 | 3.742 | 3 |
| **Total** | 2.855.500 | 100 0 | 3.742 | |
| **West-Central** | | | | |
| Minneapolis-St Paul | 976.720 | 9 3 | 1 280 | 13 |
| St Louis | 972.400 | 9 4 | 1 274 | 14 |
| Denver | 738.730 | 7 1 | 968 | 21 |
| Milwaukee | 659.240 | 6 3 | 864 | 27 |
| Kansas City | 658.330 | 6 4 | 863 | 28 |
| Wichita-Hutchinson | 389.330 | 3 7 | 510 | 57 |
| Green Bay | 330.620 | 3 2 | 433 | 67 |
| Omaha | 326.180 | 3 1 | 428 | 68 |
| Des Moines-Ames | 319.660 | 3 1 | 419 | 69 |
| Davenport-Rock Island-Moline | 303.470 | 2 9 | 397 | 70 |
| Champaign-Springfield-Decatur | 297.450 | 2 9 | 390 | 73 |
| Cedar Rapids-Waterloo-Dubuque | 293.500 | 2 8 | 385 | 74 |
| Paducah-Cape Girardeau-Harrisburg | 293.170 | 2 8 | 384 | 75 |
| Springfield, Mo | 252.830 | 2 4 | 331 | 82 |
| Lincoln-Hastings-Kearney | 245.710 | 2 4 | 322 | 85 |
| Peoria | 218.000 | 2 1 | 286 | 89 |
| Sioux Falls-Mitchell | 207.360 | 2 0 | 272 | 94 |
| Fargo-Valley City | 202.840 | 1 9 | 266 | 97 |
| Madison | 185.620 | 1 8 | 243 | 102 |

| Designated Market Area | TV Households | % Territory | % Total U.S. | Rank |
|---|---|---|---|---|
| Colorado Springs-Pueblo | 182,240 | 1.8 | 239 | 105 |
| Rockford | 173,890 | 1.6 | 227 | 107 |
| Duluth-Superior | 170,030 | 1.7 | 223 | 109 |
| Joplin-Pittsburg | 160,870 | 1.5 | 211 | 114 |
| Sioux City | 153,200 | 1.5 | 201 | 121 |
| La Crosse-Eau Claire | 149,120 | 1.4 | 195 | 125 |
| Columbia-Jefferson City | 140,670 | 1.4 | 185 | 131 |
| Mason City-Austin-Rochester | 138,440 | 1.3 | 181 | 133 |
| Quincy-Hannibal-Keokuk | 127,530 | 1.2 | 167 | 142 |
| Minot-Bismarck-Dickinson | 123,180 | 1.2 | 162 | 145 |
| Topeka | 118,510 | 1.2 | 155 | 147 |
| Wausau | 108,750 | 1.0 | 142 | 152 |
| Rapid City | 90,240 | 9 | 119 | 158 |
| Alexandria, Minn | 85,460 | 8 | 112 | 161 |
| Billings | 66,560 | 6 | 087 | 167 |
| Great Falls | 65,910 | 7 | 086 | 170 |
| St Joseph | 64,010 | 6 | 084 | 175 |
| Cheyenne-Scottsbluff-Sterling | 60,540 | 6 | 079 | 176 |
| Butte | 59,310 | 5 | 078 | 178 |
| Mankato | 55,010 | 6 | 072 | 180 |
| Missoula | 55,000 | 5 | 072 | 181 |
| Casper-Riverton | 48,980 | 5 | 064 | 188 |
| Grand Junction-Montrose | 44,920 | 4 | 059 | 189 |
| Ottumwa-Kirksville | 43,680 | 4 | 058 | 190 |
| Rhinelander | 20,680 | 2 | 027 | 200 |
| North Platte | 19,860 | 2 | 026 | 201 |
| Glendive | 4,890 | 1 | 006 | 203 |
| **Total** | 10,402,640 | 100.0 | 13.632 | |
| **Southeast** | | | | |
| Miami-Ft Lauderdale | 963,870 | 7.4 | 1.263 | 15 |
| Atlanta | 934,020 | 7.1 | 1.224 | 16 |
| Tampa-St Petersburg-Sarasota | 903,940 | 7.0 | 1.185 | 18 |
| Nashville-Bowling Green | 615,910 | 4.7 | 807 | 30 |
| Charlotte | 546,620 | 4.2 | 716 | 33 |
| Memphis | 537,760 | 4.2 | 705 | 35 |
| Greenville-Spartanburg-Asheville | 527,620 | 4.0 | 691 | 37 |
| Birmingham-Anniston | 516,630 | 4.0 | 677 | 39 |
| Orlando-Daytona Beach | 485,730 | 3.7 | 637 | 41 |
| Norfolk-Portsmouth-Newport News | 457,800 | 3.6 | 600 | 43 |
| Raleigh-Durham | 452,620 | 3.5 | 593 | 46 |
| Greensboro-High Point-Winston-Salem | 410,400 | 3.1 | 538 | 54 |
| Richmond-Petersburg-Charlottesville | 408,770 | 3.2 | 535 | 55 |
| Knoxville | 366,270 | 2.8 | 480 | 61 |
| Mobile-Pensacola | 349,460 | 2.7 | 458 | 62 |
| Roanoke-Lynchburg | 342,580 | 2.6 | 449 | 63 |
| Jacksonville | 335,690 | 2.6 | 440 | 64 |
| Chattanooga | 279,000 | 2.1 | 366 | 78 |
| Jackson, Miss | 256,020 | 2.0 | 335 | 80 |
| West Palm Beach-Ft Pierce | 251,170 | 1.9 | 329 | 83 |
| Tri-Cities, Tenn -Va | 249,540 | 1.9 | 327 | 84 |
| Greenville-New Bern-Washington | 219,270 | 1.7 | 288 | 88 |
| Huntsville-Decatur-Florence | 217,880 | 1.7 | 285 | 90 |
| Columbia, S C | 199,020 | 1.5 | 261 | 99 |
| Augusta | 170,790 | 1.3 | 224 | 108 |
| Montgomery | 167,560 | 1.3 | 219 | 110 |
| Columbus, Ga | 154,070 | 1.2 | 202 | 120 |
| Savannah | 151,970 | 1.2 | 199 | 123 |
| Charleston, S C | 151,790 | 1.2 | 199 | 124 |
| Wilmington | 141,730 | 1.0 | 186 | 128 |
| Ft Myers-Naples | 138,190 | 1.1 | 181 | 134 |
| Columbus-Tupelo | 135,490 | 1.1 | 178 | 137 |
| Tallahassee-Thomasville | 128,240 | 9 | 168 | 140 |
| Macon | 128,020 | 1.0 | 167 | 141 |
| Albany, Ga | 112,530 | 9 | 148 | 150 |
| Dothan | 86,900 | 7 | 114 | 159 |
| Florence, S C | 86,760 | 6 | 113 | 160 |
| Hattiesburg-Laurel | 75,320 | 6 | 099 | 164 |
| Meridian | 66,210 | 5 | 087 | 169 |
| Panama City | 60,350 | 5 | 079 | 177 |
| Gainesville | 54,800 | 4 | 072 | 182 |
| Biloxi-Gulfport | 49,990 | 4 | 065 | 187 |
| Greenwood | 41,980 | 3 | 055 | 191 |
| Jackson, Tenn | 40,740 | 3 | 054 | 192 |
| Harrisonburg | 29,760 | 3 | 039 | 197 |
| **Total** | 13,000,780 | 100.0 | 17.037 | |
| **Southwest** | | | | |
| Dallas-Ft Worth | 1,173,860 | 14.7 | 1.538 | 10 |
| Houston | 1,094,180 | 13.8 | 1.434 | 12 |
| New Orleans | 531,820 | 6.7 | 697 | 36 |
| Oklahoma City | 500,530 | 6.2 | 656 | 40 |
| San Antonio | 456,630 | 5.8 | 598 | 44 |
| Little Rock-Pine Bluff | 389,260 | 4.9 | 510 | 58 |
| Shreveport | 380,430 | 4.8 | 499 | 59 |
| Tulsa | 379,570 | 4.7 | 497 | 60 |
| Albuquerque-Farmington | 302,260 | 3.8 | 396 | 71 |
| Baton Rouge | 203,970 | 2.6 | 267 | 96 |
| Waco-Temple | 189,210 | 2.4 | 248 | 101 |
| El Paso | 185,300 | 2.3 | 243 | 103 |
| Austin | 184,710 | 2.3 | 242 | 104 |
| Wichita Falls-Lawton | 163,740 | 2.1 | 215 | 112 |
| Monroe-El Dorado | 162,230 | 2.0 | 212 | 113 |
| Amarillo | 160,370 | 2.0 | 211 | 115 |
| Lafayette, La | 158,280 | 2.0 | 207 | 119 |
| Beaumont-Port Arthur | 153,100 | 2.0 | 201 | 122 |
| Lubbock | 138,500 | 1.7 | 181 | 132 |
| Corpus Christi | 136,500 | 1.7 | 179 | 136 |
| Harlingen-Weslaco | 126,500 | 1.6 | 166 | 143 |
| Ft Smith | 116,670 | 1.5 | 153 | 149 |
| Odessa-Midland-Monahans | 111,950 | 1.4 | 146 | 151 |
| Abilene-Sweetwater | 105,340 | 1.3 | 138 | 154 |
| Tyler | 78,270 | 1.0 | 103 | 163 |
| Alexandria, La | 66,340 | 8 | 087 | 168 |
| Lake Charles | 65,360 | 8 | 086 | 171 |
| Jonesboro | 65,020 | 9 | 085 | 172 |
| Ada-Ardmore | 64,350 | 8 | 084 | 173 |
| Roswell | 50,830 | 6 | 067 | 186 |
| San Angelo | 32,090 | 4 | 042 | 195 |
| Laredo | 26,700 | 4 | 035 | 199 |
| **Total** | 7,953,870 | 100.0 | 10.423 | |
| **Greater Los Angeles** | | | | |
| Los Angeles-Palm Springs | 4,154,440 | 100.0 | 5.444 | 2 |
| **Total** | 4,154,440 | 100.0 | 5.444 | |
| **Remaining Pacific** | | | | |
| San Francisco-Oakland | 1,911,270 | 22.8 | 2.504 | 5 |
| Seattle-Tacoma | 930,890 | 11.1 | 1.220 | 17 |
| Sacramento-Stockton | 717,370 | 8.5 | 940 | 22 |
| Portland, Ore | 700,570 | 8.4 | 918 | 23 |
| San Diego | 683,630 | 8.2 | 896 | 25 |
| Phoenix-Flagstaff | 596,910 | 7.1 | 782 | 31 |
| Salt Lake City | 449,350 | 5.4 | 589 | 48 |
| Fresno-Visalia | 331,140 | 3.9 | 434 | 66 |
| Spokane | 298,330 | 3.6 | 391 | 72 |
| Tucson-Nogales | 202,820 | 2.4 | 266 | 98 |
| Monterey-Salinas | 160,120 | 1.9 | 210 | 116 |
| Santa Barbara-Santa Maria | 159,360 | 1.9 | 209 | 117 |
| Eugene | 144,460 | 1.7 | 189 | 126 |
| Las Vegas | 143,870 | 1.7 | 188 | 127 |
| Yakima | 141,680 | 1.7 | 186 | 129 |
| Boise | 129,090 | 1.6 | 169 | 139 |
| Reno | 123,520 | 1.5 | 162 | 144 |
| Chico-Redding | 118,820 | 1.4 | 156 | 146 |
| Bakersfield | 107,040 | 1.2 | 140 | 153 |
| Medford-Klamath Falls | 105,230 | 1.3 | 138 | 155 |
| Idaho Falls-Pocatello | 81,490 | 1.0 | 107 | 162 |
| Yuma-El Centro | 53,020 | 6 | 069 | 183 |
| Eureka | 51,220 | 6 | 067 | 185 |
| Twin Falls | 35,950 | 5 | 048 | 193 |
| **Total** | 8,377,150 | 100.0 | 10.978 | |
| **Continental U.S. Total** | 76,310,740 | | 100.000 | |

## How Network Delivery Varies by Market

National advertisers use spot television to increase network advertising weight in specific markets to achieve a predetermined level. These market goals are derived from the advertising budget and the market's share of the brand's projected sales. Thus, a spot schedule is usually indicated where a market has an unusually high brand-sales potential, or where the network weight delivered for the brand is below the national average used in planning, or both.

The first factor, market brand potential, varies by product and is difficult to generalize. The second factor, local-market network audiences, must be generalized because planning is based upon next season's ***anticipated*** network performance. The prevalence of network "package" buys, which tend to deliver average audience levels, supports the use of average data.

The following tabulation, chosen especially for the BROADCASTING Yearbook, shows Arbitron Television's Areas of Dominant Influence (ADI) in terms of percent of the total number of U.S. TV households. Also given, in like percentage terms, are the network audiences in each ADI market during prime-time hours. It is this market audience figure, when compared to the market's share of population, that indicates whether the network commitment will perform above or below the national plan average in that market.

The figures are based on Arbitron Television's May 1979 Network Program Group Analysis.

| *ADI TV Households Rank* | *Market* | *ADI TV Households* | *ADI % of U.S. TV Households* | *—ABC—* % of U.S. | *Index* | *—CBS—* % of U.S. | *Index* | *—NBC—* % of U.S. | *Index* |
|---|---|---|---|---|---|---|---|---|---|
| 1 | New York | 6,375,500 | 8.63 | 8.85 | 103 | 8.05 | 93 | 7.80 | 90 |
| 2 | Los Angeles | 3,882,800 | 5.25 | 5.36 | 102 | 3.94 | 75 | 4.76 | 91 |
| 3 | Chicago | 2,806,600 | 3.80 | 3.86 | 102 | 3.60 | 95 | 3.44 | 91 |
| 4 | Philadelphia | 2,364,000 | 3.20 | 3.73 | 117 | 3.05 | 95 | 2.58 | 81 |
| 5 | San Francisco | 1,830,700 | 2.48 | 2.39 | 96 | 1.74 | 70 | 1.60 | 65 |
| 6 | Boston | 1,788,300 | 2.42 | 2.28 | 94 | 2.16 | 89 | 1.96 | 81 |
| 7 | Detroit | 1,590,700 | 2.15 | 2.42 | 113 | 2.45 | 114 | 1.77 | 82 |
| 8 | Washington, D.C. | 1,363,900 | 1.85 | 1.60 | 86 | 1.68 | 91 | 1.62 | 88 |
| 9 | Cleveland | 1,304,200 | 1.76 | 2.17 | 123 | 1.61 | 91 | 1.88 | 107 |
| 10 | Dallas-Ft. Worth | 1,115,300 | 1.51 | 1.61 | 107 | 1.51 | 100 | 1.35 | 89 |
|  | **Market Group Total 1-10** | **24,422,000** | **33.05** | **34.27** | **104** | **29.78** | **90** | **28.77** | **87** |
|  | **Cumulative Total** | **24,422,000** | **33.05** | **34.27** | **104** | **29.78** | **90** | **28.77** | **87** |
| 11 | Pittsburgh | 1,098,900 | 1.49 | 1.61 | 108 | 1.55 | 104 | 1.52 | 102 |
| 12 | Houston | 1,009,500 | 1.37 | 1.43 | 104 | 1.30 | 95 | 1.48 | 108 |
| 13 | St. Louis | 971,900 | 1.32 | 1.20 | 91 | 1.29 | 98 | 1.06 | 80 |
| 14 | Minneapolis-St. Paul | 962,800 | 1.30 | 1.16 | 89 | 1.23 | 95 | 1.05 | 81 |
| 15 | Miami | 946,900 | 1.28 | 1.30 | 102 | 1.24 | 97 | 1.25 | 98 |
| 16 | Atlanta | 902,500 | 1.22 | 97 | 80 | 1.19 | 98 | 1.35 | 111 |
| 17 | Tampa-St. Petersburg | 875,900 | 1.19 | 83 | 70 | 1.55 | 130 | 1.34 | 113 |
| 18 | Seattle-Tacoma | 854,000 | 1.16 | 1.12 | 97 | 79 | 68 | 1.09 | 94 |
| 19 | Baltimore | 797,500 | 1.08 | 1.16 | 107 | 95 | 88 | 93 | 86 |
| 20 | Indianapolis | 762,800 | 1.03 | 1.03 | 100 | 1.08 | 105 | 91 | 88 |
|  | **Market Group Total 11-20** | **9,182,700** | **12.43** | **11.80** | **95** | **12.17** | **98** | **11.98** | **96** |
|  | **Cumulative Total** | **33,604,700** | **45.47** | **46.07** | **101** | **41.95** | **92** | **40.75** | **90** |
| 21 | Denver | 694,000 | 94 | 95 | 101 | 76 | 81 | 93 | 99 |
| 22 | Portland, Ore | 672,500 | 91 | 93 | 102 | 80 | 88 | 93 | 102 |
| 23 | Hartford-New Haven | 670,400 | 91 | 97 | 107 | 93 | 102 | 57 | 63 |
| 24 | Sacramento-Stockton | 648,500 | 88 | 96 | 109 | 78 | 89 | 78 | 89 |
| 25 | Milwaukee | 638,700 | 86 | 92 | 107 | 82 | 95 | 78 | 91 |
| 26 | Cincinnati | 635,300 | 86 | 86 | 100 | 1.00 | 116 | [illegible] | 93 |
| 27 | Kansas City | 629,300 | 85 | 83 | 98 | 71 | 84 | [illegible] | 84 |
| 28 | San Diego | 624,500 | 85 | 80 | 94 | 74 | 87 | 59 | 69 |
| 29 | Buffalo | 624,200 | 84 | 85 | 101 | 86 | 102 | [illegible] | 108 |
| 30 | Nashville | 575,200 | 78 | 75 | 96 | 94 | 12[illegible] | [illegible] | 127 |
|  | **Market Group Total 21-30** | **6,412,800** | **8.68** | **8.81** | **101** | **8.34** | **96** | **7.98** | **92** |
|  | **Cumulative Total** | **40,017,300** | **54.15** | **54.88** | **101** | **50.30** | **93** | **48.73** | **90** |
| 31 | Providence | 559,700 | 76 | 90 | 118 | 71 | 93 | 74 | 97 |
| 32 | Columbus, Ohio | 546,200 | 74 | 73 | 99 | 80 | 108 | 66 | 89 |
| 33 | Phoenix | 540,300 | 73 | 73 | 100 | 67 | 92 | 71 | 97 |
| 34 | Charlotte | 530,900 | 72 | 76 | 106 | 1.01 | 140 | 56 | 78 |
| 35 | Memphis | 524,000 | 71 | 77 | 108 | 75 | 106 | 67 | 94 |
| 36 | New Orleans | 511,400 | 69 | 86 | 125 | 93 | 135 | 64 | 93 |
| 37 | Greenville-Spartanburg-Asheville | 504,860 | 68 | 60 | 88 | 73 | 107 | 88 | 129 |
| 38 | Oklahoma City | 475,300 | 64 | 62 | 97 | 68 | 106 | 79 | 123 |
| 39 | Grand Rapids-Kalamazoo-Battle Creek | 472,900 | 64 | 69 | 108 | 69 | 108 | 59 | 92 |
| 40 | Orlando-Daytona Beach | 468,100 | 63 | 65 | 103 | 68 | 108 | 76 | 121 |
|  | **Market Group Total 31-40** | **5,133,600** | **6.95** | **7.30** | **105** | **7.65** | **110** | **6.99** | **101** |
|  | **Cumulative Total** | **45,150,900** | **61.10** | **62.18** | **102** | **57.95** | **95** | **55.72** | **91** |
| 41 | Wilkes Barre-Scranton | 456,100 | 62 | 79 | 127 | 61 | 98 | 74 | 119 |
| 42 | Raleigh-Durham | 451,800 | 61 | 67 | 110 | 75 | 123 | 43 | 70 |
| 43 | Louisville | 449,200 | 61 | 54 | 89 | 62 | 102 | 63 | 103 |
| 44 | Charleston-Huntington | 443,400 | 60 | 60 | 100 | 57 | 95 | 99 | 165 |
| 45 | Albany-Schenectady-Troy | 437,200 | 59 | 63 | 107 | 55 | 93 | 78 | 132 |
| 46 | Dayton | 432,300 | 58 | 59 | 102 | 70 | 121 | 53 | 91 |
| 47 | Harrisburg-York-Lancaster-Lebanon | 430,800 | 58 | 57 | 98 | 52 | 90 | 67 | 116 |
| 48 | Norfolk-Portsmouth-Newport-Hampton | 429,000 | 58 | 66 | 114 | 66 | 114 | 63 | 109 |
| 49 | Salt Lake City | 423,800 | 57 | 55 | 96 | 51 | 89 | 60 | 105 |
| 50 | Birmingham | 421,500 | 57 | 76 | 133 | 43 | 75 | 73 | 128 |
|  | **Market Group Total 41-50** | **4,375,200** | **5.92** | **6.37** | **108** | **5.92** | **100** | **6.72** | **114** |
|  | **Cumulative Total** | **49,526,100** | **67.02** | **68.55** | **102** | **63.86** | **95** | **62.44** | **93** |
| 51 | San Antonio | 406,700 | 55 | 56 | 102 | 64 | 116 | 51 | 93 |
| 52 | Tulsa | 397,800 | 54 | 55 | 102 | 53 | 98 | 51 | 94 |
| 53 | Greensboro-Winston Salem-High Point | 397,600 | 54 | 59 | 109 | 67 | 124 | 52 | 96 |
| 54 | Wichita-Hutchinson | 393,300 | 53 | 50 | 94 | 49 | 92 | 54 | 102 |
| 55 | Flint-Saginaw-Bay City | 385,500 | 52 | 56 | 108 | 44 | 85 | 60 | 115 |
| 56 | Richmond | 381,600 | 52 | 48 | 92 | 59 | 113 | 50 | 96 |
| 57 | Toledo | 381,400 | 52 | 47 | 90 | 54 | 104 | 57 | 110 |
| 58 | Little Rock | 378,800 | [illegible] | 59 | 116 | 53 | 104 | 53 | 104 |
| 59 | Shreveport-Texarkana | 360,900 | [illegible] | 53 | 108 | 58 | 118 | 47 | 96 |
| 60 | Knoxville | 349,200 | 47 | 25 | 53 | 63 | 134 | 73 | 155 |
|  | **Market Group Total 51-60** | **3,832,800** | **5.19** | **5.06** | **98** | **5.64** | **109** | **5.50** | **106** |
|  | **Cumulative Total** | **53,358,900** | **72.20** | **73.62** | **102** | **69.51** | **96** | **67.94** | **94** |
| 61 | Syracuse | 340,800 | 46 | 46 | 100 | 47 | 102 | .57 | 124 |
| 62 | Mobile-Pensacola | 337,700 | 46 | 52 | 113 | 62 | 135 | .44 | 96 |
| 63 | Des Moines | 337,100 | 46 | 46 | 100 | 51 | 111 | .44 | 96 |
| 64 | Jacksonville | 324,700 | 44 | 31 | 70 | 57 | 130 | .58 | 132 |
| 65 | Rochester, N.Y. | 323,200 | 44 | 47 | 107 | 50 | 114 | .39 | 89 |
| 66 | Green Bay | 320,000 | 43 | 45 | 105 | 49 | 114 | .49 | 114 |
| 67 | Roanoke-Lynchburg | 319,300 | 43 | 32 | 74 | 52 | 121 | .54 | 126 |
| 68 | Omaha | 314,700 | 43 | 47 | 109 | 43 | 100 | .35 | 81 |
| 69 | Fresno | 304,100 | 41 | 41 | 100 | 39 | 95 | .41 | 100 |
| 70 | Cedar Rapids-Waterloo | 296,000 | 40 | 45 | 113 | 40 | 100 | .37 | 93 |
|  | **Market Group Total 61-70** | **3,217,800** | **4.35** | **4.31** | **99** | **4.89** | **112** | **4.58** | **105** |
|  | **Cumulative Total** | **56,576,500** | **76.56** | **77.93** | **102** | **74.39** | **97** | **72.52** | **95** |

| *ADI TV Households Rank* | *Market* | *ADI TV Households* | *ADI % of U.S. TV Households* | *—ABC—* | | *—CBS—* | | *—NBC—* | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | *% of U.S.* | *Index* | *% of U.S.* | *Index* | *% of U.S.* | *Index* |
| 71. | Springfield-Decatur-Champaign | 288,800 | 39 | 29 | 74 | 40 | 103 | 43 | 110 |
| 72. | Johnstown-Altoona | 287,500 | 39 | 30 | 77 | 48 | 123 | 54 | 138 |
| 73. | Chattanooga | 283,600 | 38 | 36 | 95 | 41 | 108 | 54 | 142 |
| 74. | Davenport-Rock Is-Moline | 282,800 | 38 | 39 | 103 | 37 | 97 | 44 | 116 |
| 75. | Spokane | 282,300 | 38 | 34 | 89 | 22 | 58 | 43 | 113 |
| 76. | Paducah-Cape Girardeau-Harrisburg | 278,000 | 38 | 29 | 76 | 47 | 124 | 47 | 124 |
| 77. | Albuquerque | 276,200 | 37 | 42 | 114 | 36 | 97 | 40 | 108 |
| 78. | South Bend-Elkhart | 269,800 | 37 | 35 | 95 | 38 | 103 | 35 | 95 |
| 79. | Portland-Poland Spring | 267,300 | 36 | 29 | 81 | 39 | 108 | 41 | 114 |
| 80. | Youngstown | 251,100 | 34 | 32 | 94 | 43 | 126 | 38 | 112 |
| | **Market Group Total 71-80** | **2,767,400** | **3.74** | **3.35** | **90** | **3.91** | **105** | **4.41** | **118** |
| | **Cumulative Total** | **59,343,900** | **80.30** | **81.28** | **101** | **78.30** | **98** | **76.93** | **96** |
| 81. | West Palm Beach | 244,300 | 33 | 31 | 94 | 31 | 94 | 40 | 121 |
| 82. | LincolnOHastings-Kearney | 240,600 | 33 | 29 | 88 | 36 | 109 | 21 | 64 |
| 83. | Jackson, Miss | 239,400 | 32 | 28 | 88 | 36 | 113 | 43 | 134 |
| 84. | Bristol-Kingsport-Johnson City | 239,100 | 32 | 19 | 59 | 44 | 138 | 54 | 169 |
| 85. | Springfield, Mo. | 234,200 | 32 | 21 | 66 | 39 | 122 | 56 | 175 |
| 86. | Springfield, Mass. | 219,400 | 30 | 33 | 110 | 29 | 97 | 31 | 103 |
| 87. | Evansville | 214,000 | 29 | 37 | 128 | 28 | 97 | 27 | 93 |
| 88. | Peoria | 211,800 | 29 | 24 | 83 | 27 | 93 | 32 | 110 |
| 69. | Lexington | 211,000 | 29 | 23 | 79 | 35 | 121 | 33 | 114 |
| 90. | Burlington-Plattsburgh | 208,000 | 28 | 20 | 71 | 37 | 132 | 27 | 96 |
| | **Market Group Total 81-90** | **2,261,800** | **3.06** | **2.65** | **87** | **3.42** | **112** | **3.63** | **119** |
| | **Cumulative Total** | **61,605,700** | **83.36** | **83.93** | **101** | **81.72** | **98** | **80.56** | **97** |
| 91. | Tucson | 203,700 | 28 | 25 | 89 | 21 | 75 | 32 | 114 |
| 92. | Sioux Falls-Mitchell | 201,000 | 27 | 15 | 56 | 33 | 122 | 29 | 107 |
| 93. | Lansing | 196,900 | 27 | 20 | 74 | 29 | 107 | 28 | 104 |
| 94. | Greenville-New Bern-Washington | 196,000 | 27 | 27 | 100 | 32 | 119 | 39 | 144 |
| 95. | Baton Rouge | 194,300 | 26 | 37 | 142 | 36 | 138 | 25 | 96 |
| 96. | Huntsville-Decatur-Florence | 191,000 | 26 | 29 | 112 | 30 | 115 | 33 | 127 |
| 97. | Austin, Tex | 190,700 | 26 | 22 | 85 | 27 | 104 | 21 | 81 |
| 98. | Ft. Wayne | 189,200 | 26 | 25 | 96 | 26 | 100 | 25 | 96 |
| 99. | Columbia, S.C | 188,800 | 26 | 20 | 77 | 25 | 96 | 35 | 135 |
| 100. | Rockford | 180,900 | 24 | 24 | 100 | 24 | 100 | 21 | 88 |
| | **Market Group Total 91-100** | **1,932,500** | **2.61** | **2.45** | **94** | **2.83** | **108** | **2.86** | **110** |
| | **Cumulative Total** | **63,538,200** | **85.96** | **86.38** | **100** | **84.55** | **98** | **83.42** | **97** |
| 101. | Fargo | 180,600 | 24 | 19 | 79 | 26 | 108 | 32 | 133 |
| 102. | Waco-Temple | 179,700 | 24 | 38 | 158 | 43 | 179 | 30 | 125 |
| 203. | Colorado Springs-Pueblo | 179,600 | 24 | 29 | 121 | 25 | 104 | 23 | 96 |
| 104. | Madison | 175,200 | 24 | 19 | 79 | 22 | 92 | 19 | 79 |
| 105. | El Paso | 172,500 | 23 | 23 | 100 | 20 | 87 | 26 | 113 |
| 106. | Monroe-El Dorado | 170,900 | 23 | 22 | 96 | 43 | 187 | 15 | 65 |
| 107. | Duluth-Superior | 165,400 | 22 | 22 | 100 | 25 | 114 | 23 | 105 |
| 108. | Augusta | 160,500 | 22 | 29 | 132 | 28 | 127 | 14 | 64 |
| 109. | Terre Haute | 160,200 | 22 | 15 | 68 | 28 | 127 | 27 | 123 |
| 110. | Wichita Falls-Lawton | 160,000 | 22 | 21 | 95 | 24 | 109 | 27 | 123 |
| | **Market Group Total 101-110** | **1,704,600** | **2.31** | **2.37** | **103** | **2.83** | **123** | **2.34** | **101** |
| | **Cumulative Total** | **65,242,800** | **88.28** | **88.75** | **101** | **87.38** | **99** | **85.76** | **97** |
| 111. | Wheeling-Steubenville | 156,800 | 21 | 18 | 86 | 26 | 124 | 39 | 186 |
| 112. | Salinas-Monterey | 154,100 | 21 | 20 | 95 | 16 | 76 | 20 | 95 |
| 113. | Joplin-Pittsburg | 153,400 | 21 | 24 | 114 | 17 | 81 | 30 | 143 |
| 114. | Savannah | 152,200 | 21 | 17 | 81 | 28 | 133 | 28 | 133 |
| 115. | Lafayette, La. | 151,500 | 21 | 30 | 143 | 29 | 138 | 15 | 71 |
| 116. | S. Barbara-S. Maria-San Luis Obispo | 150,900 | 20 | 13 | 65 | 13 | 65 | 11 | 55 |
| 117. | Amarillo | 150,100 | 20 | 27 | 135 | 16 | 80 | 24 | 120 |
| 118. | Traverse City-Cadillac | 149,300 | 20 | 15 | 75 | 25 | 125 | 24 | 120 |
| 119. | Montgomery | 147,700 | 20 | 17 | 85 | 20 | 100 | 36 | 180 |
| 120. | Beaumont-Port Arthur | 146,960 | 20 | 19 | 95 | 25 | 125 | 26 | 130 |
| | **Market Group Total 111-120** | **1,512,900** | **2.05** | **2.00** | **98** | **2.15** | **105** | **2.52** | **123** |
| | **Cumulative Total** | **66,755,700** | **90.33** | **90.75** | **100** | **89.53** | **99** | **88.28** | **98** |
| 121. | Columbus, Ga. | 146,300 | 20 | 20 | 100 | 24 | 120 | 14 | 70 |
| 122. | Binghamton | 145,000 | 20 | 15 | 75 | 28 | 140 | .24 | 120 |
| 123. | Sioux City | 144,900 | 20 | 22 | 110 | 13 | 65 | .23 | 115 |
| 124. | Charleston, S.C | 144,200 | 20 | 23 | 115 | 27 | 135 | .27 | 135 |
| 125. | Lubbock | 143,000 | 19 | 16 | 84 | .22 | 116 | 25 | 132 |
| 126. | La Crosse-Eau Claire | 140,000 | 19 | 14 | 74 | 26 | 137 | 22 | 116 |
| 127. | Yakima | 139,000 | 19 | 19 | 100 | 20 | 105 | 21 | 111 |
| 128. | Eugene | 136,200 | 18 | 20 | 111 | 16 | 89 | .27 | 150 |
| 129. | Wilmington | 135,300 | 18 | 22 | 122 | 11 | 61 | 32 | 178 |
| 130. | Wausau-Rhinelander | 134,100 | 18 | 19 | 106 | 25 | 139 | 14 | 78 |
| | **Market Group Total 121-130** | **1,408,000** | **1.91** | **1.91** | **100** | **2.11** | **110** | **2.27** | **119** |
| | **Cumulative Total** | **68,163,700** | **92.24** | **92.65** | **100** | **91.65** | **99** | **90.55** | **98** |
| 131. | Topeka | 134,000 | 18 | .09 | 50 | 24 | 133 | 19 | 106 |
| 132. | Bluefield-Beckley-Oak Hill | 133,500 | 18 | 16 | 89 | 16 | 89 | 31 | 172 |
| 133. | Corpus Christi | 133,000 | 18 | 19 | 106 | 20 | 111 | 17 | 94 |
| 134. | Rochester-Mason City-Austin | 132,800 | 18 | 19 | 106 | 20 | 111 | 14 | 78 |
| 135. | Erie | 132,600 | 18 | 17 | 94 | 18 | 100 | 25 | 139 |
| 136. | Columbus-Tupelo | 131,100 | 18 | 18 | 100 | 07 | 39 | 34 | 189 |
| 137. | Las Vegas | 129,900 | .18 | 17 | 94 | 19 | 106 | 20 | 111 |
| 138. | McAllen-Brownsville | 126,500 | .17 | 22 | 129 | 20 | 118 | 23 | 135 |
| 139. | Columbia-Jefferson City | 125,300 | .17 | .12 | 71 | .20 | 118 | 06 | 35 |
| 104. | Tallahassee | 124,200 | .17 | .08 | 47 | .30 | 176 | .15 | 88 |
| | **Market Group Total 131-140** | **1,302,900** | **1.76** | **1.57** | **89** | **1.93** | **110** | **2.04** | **116** |
| | **Cumulative Total** | **69,466,600** | **94.00** | **94.22** | **100** | **93.58** | **100** | **92.59** | **99** |

| ADI TV Households Rank | Market | ADI TV Households | ADI % of U.S. TV Households | —ABC— % of U.S. | Index | —CBS— % of U.S. | Index | —NBC— % of U.S. | Index |
|---|---|---|---|---|---|---|---|---|---|
| 141. | Boise | 122,800 | 17 | 12 | 71 | 15 | 88 | 21 | 124 |
| 142. | Ft. Myers | 120,800 | 16 | 12 | 75 | 20 | 125 | 17 | 106 |
| 143. | Minor-Bismarck-Dickinson | 118,900 | 16 | 19 | 119 | 20 | 125 | 29 | 181 |
| 144. | Quincy-Hannibal | 117,900 | 16 | 09 | 56 | 20 | 125 | 22 | 138 |
| 145. | Chico-Redding | 114,500 | 15 | 19 | 127 | 15 | 100 | 14 | 93 |
| 146. | Bangor | 112,800 | 15 | 12 | 80 | 20 | 133 | 15 | 100 |
| 147. | Macon | 112,000 | 15 | 06 | 40 | 28 | 187 | 15 | 100 |
| 148. | Reno | 111,500 | 15 | 19 | 127 | 13 | 87 | 16 | 107 |
| 149. | Odessa-Midland | 110,300 | 15 | 12 | 80 | 20 | 133 | 15 | 100 |
| 150. | Albany, Ga. | 106,100 | 14 | 06 | 43 | 13 | 93 | 32 | 229 |
| | **Market Group Total 141-150** | **1,147,600** | **1.55** | **1.27** | **82** | **1.83** | **118** | **1.97** | **127** |
| | **Cumulative Total** | **70,614,200** | **95.55** | **95.49** | **100** | **95.41** | **100** | **94.56** | **99** |
| 151. | Utica | 102,400 | 14 | 12 | 86 | 10 | 71 | 25 | 179 |
| 152. | Alexandria, Minn. | 100,300 | 14 | 28 | 200 | 08 | 57 | 30 | 214 |
| 153. | Missoula-Butte | 99,600 | 13 | 18 | 138 | 17 | 131 | 19 | 146 |
| 154. | Bakersfield | 99,000 | 13 | 12 | 92 | 09 | 69 | 14 | 108 |
| 155. | Abilene-Sweetwater | 97,100 | 13 | 11 | 85 | 05 | 38 | 27 | 208 |
| 156. | Medford | 96,900 | 13 | 20 | 154 | 15 | 115 | 22 | 169 |
| 157. | Dothan | 90,900 | 12 | 11 | 92 | 20 | 167 | 14 | 117 |
| 158. | Tyler | 89,400 | 12 | 20 | 167 | 08 | 67 | 07 | 58 |
| 159. | Florence, S.C. | 83,900 | 11 | 06 | 55 | 21 | 191 | 14 | 127 |
| 160. | Elmira | 81,300 | 11 | 08 | 73 | 11 | 100 | 14 | 127 |
| | **Market Group Total 151-160** | **940,800** | **1.27** | **1.46** | **115** | **1.24** | **98** | **1.86** | **146** |
| | **Cumulative Total** | **71,555,000** | **96.83** | **96.94** | **100** | **96.64** | **100** | **96.42** | **100** |
| 161. | Billings | 79,600 | 11 | 13 | 118 | 08 | 73 | 13 | 118 |
| 162. | Ft. Smith | 79,400 | 11 | 09 | 82 | 08 | 73 | 21 | 191 |
| 163. | Idaho Falls-Pocatello | 78,200 | 11 | 08 | 73 | 12 | 109 | 14 | 127 |
| 164. | Watertown-Carthage | 76,700 | 10 | 03 | 30 | 18 | 180 | 07 | 70 |
| 165. | Clarksburg-Weston | 74,900 | 10 | 10 | 100 | 13 | 130 | 08 | 80 |
| 166. | Rapid City | 74,700 | 10 | 11 | 110 | 15 | 150 | 17 | 170 |
| 167. | Laurel-Hattiesburg | 73,000 | 10 | 07 | 70 | 06 | 60 | 23 | 230 |
| 168. | Salisbury | 69,900 | 09 | 07 | 78 | 15 | 167 | 06 | 67 |
| 169. | Meridian | 68,100 | 09 | 04 | 44 | 20 | 222 | 08 | 89 |
| 170. | Anchorage | 64,600 | 09 | 10 | 111 | 08 | 89 | 10 | 111 |
| | **Market Group Total 161-170** | **739,100** | **1.00** | **.82** | **82** | **1.23** | **123** | **1.28** | **128** |
| | **Cumulative Total** | **72,294,100** | **97.83** | **97.76** | **100** | **97.87** | **100** | **97.71** | **100** |
| 171. | Alexandria, La. | 64,400 | 09 | 05 | 56 | 10 | 111 | 19 | 211 |
| 172. | Jonesboro | 63,400 | 09 | 15 | 167 | 06 | 67 | 06 | 67 |
| 173. | Lake Charles | 62,700 | 08 | 09 | 113 | 09 | 113 | 15 | 188 |
| 174. | Ardmore-Ada | 62,600 | 08 | 06 | 75 | 12 | 150 | 08 | 100 |
| 175. | Great Falls | 59,600 | 08 | 09 | 113 | 06 | 75 | 11 | 138 |
| 176. | Cheyenne | 55,000 | 07 | 13 | 186 | 12 | 171 | 05 | 71 |
| 177. | Gainesville | 53,300 | 07 | 08 | 114 | 07 | 100 | 05 | 71 |
| 178. | Casper-Riverton | 51,200 | 07 | 09 | 129 | 04 | 57 | 05 | 71 |
| 179. | Marquette | 51,200 | 07 | 05 | 71 | 13 | 186 | 08 | 114 |
| 180. | Panama City | 51,200 | 07 | 08 | 114 | 08 | 114 | 09 | 129 |
| | **Market Group Total 171-180** | **574,600** | **.78** | **.89** | **114** | **.87** | **112** | **.93** | **119** |
| | **Cumulative Total** | **72,868,700** | **98.60** | **98.65** | **100** | **98.74** | **100** | **98.63** | **100** |
| 181. | St. Joseph | 50,100 | 07 | 08 | 114 | 04 | 57 | 05 | 71 |
| 182. | Roswell | 50,000 | 07 | 05 | 71 | 07 | 100 | 07 | 100 |
| 183. | Biloxi-Gulfport-Pascagoula | 49,000 | 07 | 09 | 129 | 05 | 71 | 04 | 57 |
| 184. | El Centro-Yuma | 48,800 | 07 | 03 | 43 | 04 | 57 | 09 | 129 |
| 185. | Eureka | 48,500 | 07 | 08 | 114 | 07 | 100 | 04 | 57 |
| 186. | Mankato | 45,900 | 06 | 05 | 83 | 08 | 133 | 04 | 67 |
| 187. | Palm Springs | 45,200 | 06 | 04 | 67 | | | 04 | 67 |
| 188. | Grand Junction | 42,700 | 06 | 03 | 50 | 12 | 200 | 12 | 200 |
| 189. | Tuscaloosa | 39,500 | 05 | 06 | 120 | 05 | 100 | 04 | 80 |
| 190. | Jackson, Tenn. | 38,600 | 05 | 06 | 120 | 04 | 80 | 04 | 80 |
| | **Market Group Total 181-190** | **458,300** | **.62** | **.58** | **94** | **.57** | **92** | **.59** | **95** |
| | **Cumulative Total** | **73,327,000** | **99.22** | **99.23** | **100** | **99.31** | **100** | **99.22** | **100** |
| 191. | Anniston | 37,800 | 05 | 06 | 120 | 05 | 100 | 04 | 80 |
| 192. | Greenwood-Greenville | 36,000 | 05 | 08 | 160 | 03 | 60 | 04 | 80 |
| 193. | Lafayette, Ind. | 35,600 | 05 | 05 | 100 | 04 | 80 | 04 | 80 |
| 194. | Lima | 35,100 | 05 | 04 | 80 | 05 | 100 | 06 | 120 |
| 195. | Twin Falls | 34,700 | 05 | 02 | 40 | 04 | 80 | 08 | 160 |
| 196. | San Angelo | 32,600 | 04 | 02 | 50 | 06 | 150 | 04 | 100 |
| 197. | Bellingham | 32,300 | 04 | 03 | 75 | 02 | 50 | 03 | 75 |
| 198. | Bowling Green | 31,900 | 04 | 05 | 125 | 04 | 100 | 04 | 100 |
| 199. | Harrisonburg | 31,800 | 04 | 06 | 150 | 03 | 75 | 02 | 50 |
| 200. | Parkersburg | 30,100 | 04 | 04 | 100 | 04 | 100 | 05 | 125 |
| | **Market Group Total 191-200** | **337,900** | **.46** | **.46** | **100** | **.41** | **89** | **.45** | **98** |
| | **Cumulative Total** | **73,664,900** | **99.68** | **99.68** | **100** | **99.72** | **100** | **99.67** | **100** |
| 201. | Presque Isle | 28,700 | 04 | 04 | 100 | 04 | 100 | 02 | 50 |
| 202. | Ottumwa-Kirksville | 27,800 | 04 | 06 | 150 | 02 | 50 | 02 | 50 |
| 203. | Zanesville | 27,700 | 04 | 04 | 100 | 04 | 100 | 06 | 150 |
| 204. | Laredo | 25,400 | 03 | 03 | 100 | 04 | 133 | 02 | 67 |
| 205. | Farmington | 21,000 | 03 | 02 | 67 | 02 | 67 | 04 | 133 |
| 206. | Victoria | 19,100 | 03 | 03 | 100 | 03 | 100 | 02 | 67 |
| 207. | Flagstaff | 18,500 | 03 | 02 | 67 | 03 | 100 | 03 | 100 |
| 208. | Selma | 17,300 | 02 | 02 | 100 | 03 | 150 | 03 | 150 |
| 209. | North Platte | 14,400 | 02 | 02 | 100 | 01 | 50 | 03 | 150 |
| 210. | Helena | 14,000 | 02 | 02 | 100 | 01 | 50 | 02 | 100 |
| | **Market Group Total 201-210** | **213,900** | **.29** | **.29** | **100** | **.25** | **86** | **.30** | **103** |
| | **Cumulative Total** | **73,878,800** | **99.97** | **99.98** | **100** | **99.96** | **100** | **99.97** | **100** |
| 211. | Alpena | 13,700 | 02 | 02 | 100 | 03 | 150 | 02 | 100 |
| 212. | Miles City-Glendive | 8,600 | 01 | 01 | 100 | 01 | 100 | 01 | 100 |
| | **Market Group Total 211-212** | **22,300** | **.03** | **.02** | **67** | **.04** | **133** | **.03** | **100** |
| | **Cumulative Total** | **73,901,100** | **100.00** | **100.00** | **100** | **100.00** | **100** | **100.00** | **100** |

# Growth in Broadcasting Stations—1922-1979

### AM authorizations, Pre-TV

| Date | Licensed | Under construction | Total authorized |
|---|---|---|---|
| Jan 1, 1922 | | | 30 |
| Mar 1, 1923 | | | 556 |
| Oct 1, 1924 | | | 530 |
| June 20, 1925 | | | 571 |
| June 30, 1926 | | | 528 |
| Feb 23, 1927 | | | 733 |
| July 1, 1928 | | | 677 |
| Nov 9, 1929 | | | 618 |
| July 1, 1930 | | | 612 |
| July 1, 1931 | 603 | 9 | 612 |
| Jan 1, 1932 | 601 | 7 | 608 |
| Jan 1, 1933 | 599 | 11 | 610 |
| Jan 1, 1934 | 583 | 8 | 591 |
| Jan 1, 1935 | 585 | 20 | 605 |
| Jan 1, 1936 | 616 | 16 | 632 |
| Jan 1, 1937 | 646 | 39 | 685 |
| Jan 1, 1938 | 689 | 32 | 721 |
| Jan 1, 1939 | 722 | 42 | 764 |
| Jan 1, 1940 | 765 | 49 | 814 |
| June 30, 1941 | | | 897 |
| June 30, 1942 | | | 925 |
| June 30, 1943 | | | 912 |
| June 30, 1944 | | | 924 |
| July 20, 1945 | 933 | 23 | 956 |

### FM authorizations, Pre-TV

| Date | Licensed | Experimental | Authorized Total |
|---|---|---|---|
| June 30, 1940 | | 50 | |
| June 30, 1941 | | 69 | |
| June 30, 1942 | | 74 | |
| June 30, 1943 | | 26 | 74 |
| June 30, 1944 | | 6 | 58 |
| June 30, 1945 | | 3 | 56 |

### Comparable record of station growth since TV began

| Date | AM Authorized | AM On Air | FM Authorized | FM On Air | TV Authorized | TV On Air |
|---|---|---|---|---|---|---|
| *Jan 1, 1946 | 1,004 | | 456 | 55 | 9 | 6 |
| *June 30, 1946 | | | | | | |
| *Jan 1, 1947 | 1,517 | | | | 52 | 7 |
| *June 30, 1947 | | | 918 | 238 | - | |
| *Jan 1, 1948 | 1,962 | 1,621 | 926 | 458 | 73 | 17 |
| Jan 1, 1949 | 2,127 | 1,912 | 966 | 700 | 124 | 50 |
| Jan 1, 1950 | 2,234 | 2,086 | 788 | 733 | 111 | 97 |
| Jan 1, 1951 | 2,351 | 2,232 | 713 | 676 | 109 | 107 |
| Jan 1, 1952 | 2,408 | 2,331 | 650 | 637 | 108 | 108 |
| *Jan 1, 1953 | 2,524 | 2,391 | | | 273 | 129 |
| *June 30, 1953 | | | 601 | 580 | | |
| Jan 1, 1954 | 2,636 | 2,521 | 580 | 560 | 567 | 356 |
| Jan 1, 1955 | 2,774 | 2,669 | 559 | 552 | 576 | 439[1] |
| Jan 1, 1956 | 2,935 | 2,824 | 551 | 540 | 590 | 482[2] |
| Jan 1, 1957 | 3,125 | 3,008 | 554 | 530 | 631 | 511[3] |
| Jan 1, 1958 | 3,295 | 3,196 | 590 | 537 | 657 | 544[4] |
| Jan 1, 1959 | 3,440 | 3,326 | 695 | 578 | 666 | 562[5] |
| Jan 1, 1960 | 3,527 | 3,398 | 838 | 688 | 673 | 573[6] |
| Jan 1, 1961 | 3,667 | 3,539 | 1,018 | 815 | 634 | 583 |
| Jan 1, 1962 | 3,911 | 3,693 | 1,128 | 960 | 654 | 563 |
| Jan 1, 1963 | 3,924 | 3,810 | 1,128 | 1,081 | 662 | 579 |
| Jan 1, 1964 | 4,039 | 3,937 | 1,249 | 1,146 | 661 | 582 |
| Jan 1, 1965 | 4,077 | 4,009 | 1,468 | 1,270 | 676 | 586 |
| Jan 1, 1966 | 4,129 | 4,049 | 1,657 | 1,446 | 702 | 596 |
| Jan 1, 1967 | 4,190 | 4,121 | 1,865 | 1,643 | 769 | 623 |
| Jan 1, 1968 | 4,249 | 4,156 | 2,004 | 1,753 | 818 | 644 |
| Jan 1, 1969 | 4,300 | 4,237 | 2,114 | 1,938 | 834 | 672 |
| Jan 1, 1970 | 4,344 | 4,269 | 2,651 | 2,476 | 1,038 | 872 |
| Jan 1, 1971 | 4,383 | 4,323 | 2,795 | 2,636 | 1,025 | 892 |
| Jan 1, 1972 | 4,411 | 4,355 | 2,971 | 2,783 | 1,004 | 905 |
| Jan 1, 1973 | 4,431 | 4,382 | 3,162 | 2,965 | 1,001 | 922 |
| Jan 1, 1974 | 4,448 | 4,395 | 3,380 | 3,135 | 1,002 | 938 |
| Jan 1, 1975 | 4,477 | 4,432 | 3,617 | 3,353 | 1,010 | 952 |
| Jan 1, 1976 | 4,513 | 4,463 | 3,752 | 3,571 | 1,030 | 962 |
| Jan 1, 1977 | 4,536 | 4,497 | 3,969 | 3,743 | 1,029 | 984 |
| Jan 1, 1978 | 4,569 | 4,513 | 4,130 | 3,972 | 1,045 | 986 |
| **Jan 1, 1979** | **4,599** | **4,549** | **4,310** | **4,089** | **1,059** | **992** |

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**Comparable figures for all services not available this date*

[1] *includes 23 stations with Special Temporary Authorizations which either had not started operation as of this date, had started but had gone dark, or had received authorizations but turned them back with or without operating*

[2] *includes two licensees which had suspended operation and 37 stations with STAs in same category as footnote 1*

[3] *includes 4 licensees which had suspended operation and 34 stations with STAs as in footnote 1 above*

[4] *includes 7 licensees which had suspended operation and 40 stations with STAs as in footnote 1 above*

[5] *includes 6 licensees which had suspended operation and 38 stations with STAs as in footnote 1 above*

[6] *includes 10 licensees which had suspended operation and 38 stations with STAs as in footnote 1 above*

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# Radio City of License with County or Market Population

The following is an alphabetical listing of every domestic radio station's city of license. The middle and right hand columns contain the county name and county population appropriate to each city. Population figures followed by an asterisk represent metropolitan markets which include more than one county. The figures are from the Bureau of the Census and Standard Rate and Data Service

| | | |
|---|---|---|
| **Alabama** | | |
| Abbeville | Henry | 15,500 |
| Albertville | Marshall | 61,700 |
| Alexander City | Tallapoosa | 37,600 |
| Andalusia | Covington | 35,200 |
| Anniston | Calhoun | 118,000 |
| Arab | Marshall | 61,700 |
| Athens | Limestone | 44,700 |
| Atmore | Escambia | 36,200 |
| Auburn | Lee | 72,200 |
| Bay Minette | Baldwin | 72,000 |
| Bessemer | Jefferson | 810,000* |
| Birmingham | Jefferson | 810,000* |
| Boaz | Marshall | 61,700 |
| Brewton | Escambia | 36,200 |
| Bridgeport | Jackson | 50,000 |
| Butler | Choctaw | 18,000 |
| Calera | Shelby | 53,400 |
| Camden | Wilcox | 15,400 |
| Carrollton | Pickens | 20,500 |
| Centre | Cherokee | 18,600 |
| Centreville | Bibb | 14,000 |
| Clanton | Chilton | 29,100 |
| Cullman | Cullman | 62,500 |
| Decatur | Morgan | 85,000 |
| Demopolis | Marengo | 23,400 |
| Dothan | Houston | 71,400 |
| Elba | Coffee | 35,600 |
| Enterprise | Coffee | 35,600 |
| Eufaula | Barbour | 27,100 |
| Evergreen | Conecuh | 15,400 |
| Fairfield | Jefferson | 810,000* |
| Fairhope | Baldwin | 72,000 |
| Fayette | Fayette | 16,300 |
| Flomaton | Escambia | 36,200 |
| Florence | Lauderdale | 125,000 |
| Foley | Baldwin | 72,000 |
| Fort Payne | DeKalb | 51,200 |
| Gadsden | Etowah | 98,300 |
| Geneva | Geneva | 24,200 |
| Greenville | Butler | 22,400 |
| Guntersville | Marshall | 61,700 |
| Haleyville | Winston | 20,000 |
| Hamilton | Marion | 27,300 |
| Hartselle | Morgan | 85,000 |
| Huntsville | Madison | 288,300* |
| Irondale | Jefferson | 810,700 |
| Jackson | Clarke | 27,900 |
| Jacksonville | Calhoun | 118,000 |
| Jasper | Walker | 66,200 |
| Lanett | Chambers | 37,200 |
| Lineville | Clay | 13,400 |
| Luverne | Crenshaw | 13,900 |
| Marion | Perry | 12,600 |
| Mobile | Mobile | 422,500* |
| Monroeville | Monroe | 22,300 |
| Montgomery | Montgomery | 260,200* |
| Moulton | Lawrence | 29,300 |
| Muscle Shoals | Colbert | 125,000* |
| Oneonta | Blount | 33,400 |
| Opelika | Lee | 72,200 |
| Opp | Covington | 35,200 |
| Ozark | Dale | 40,300 |
| Pell City | St. Clair | 35,200 |
| Phenix City | Russell | 46,500 |
| Piedmont | Calhoun | 118,000 |
| Prattville | Autauga | 29,000 |
| Prichard | Mobile | 422,500 |
| Rainsville | DeKalb | 51,200 |
| Red Bay | Franklin | 27,000 |
| Roanoke | Randolph | 19,200 |
| Russellville | Franklin | 27,000 |
| Scottsboro | Jackson | 50,000 |
| Selma | Dallas | 56,300 |
| Sheffield | Colbert | 125,000 |
| Stevenson | Jackson | 50,000 |
| Sylacauga | Talladega | 68,700 |
| Talladega | Talladega | 68,700 |
| Tallassee | Elmore | 40,700 |
| Thomasville | Clark | 27,900 |
| Troy | Pike | 23,500 |
| Tuscaloosa | Tuscaloosa | 128,700 |
| Tuscumbia | Colbert | 125,000* |
| Tuskegee | Macon | 27,300 |
| Union Springs | Bullock | 11,800 |
| Vernon | Lamar | 15,800 |
| Wetumpka | Elmore | 40,700 |
| Winfield | Marion | 27,300 |
| York | Sumter | 18,400 |
| **Alaska** | | |
| Anchorage | Anchorage | 180,000 |
| Barrow | Barrow | 4,300 |
| Bethel | Bethel | 9,600 |
| Cordova | Cordova | 2,500 |
| Dillingham | Fairbanks | 55,600 |
| Fairbanks | Fairbanks | 55,600 |
| Glennallen | Kenai | 17,800 |
| Juneau | Juneau | 19,300 |
| Kenai | Kenai | 17,800 |
| Ketchikan | Ketchikan | 10,800 |
| Kodiak | Kodiak | 9,000 |
| Kotzebue | Nome | 6,900 |
| Nome | Nome | 6,900 |
| North Pole | Fairbanks | 55,600 |
| Petersburg | Petersburg | 5,700 |
| Seward | Seward | 3,700 |
| Sitka | Sitka | 6,900 |
| Soldotna | Seward | 3,700 |
| Unalaska | Seward | 3,700 |
| Wrangell | Petersburg | 5,700 |
| **Arizona** | | |
| Apache Junction | Pinal | 92,200 |
| Bisbee | Cochise | 77,600 |
| Bullhead City | Mohave | 42,000 |
| Casa Grande | Pinal | 92,200 |
| Chinle | Apache | 46,400 |
| Clifton | Greenlee | 12,600 |
| Coolidge | Pinal | 92,200 |
| Cottonwood | Yavapai | 51,400 |
| Douglas | Cochise | 77,600 |
| Flagstaff | Coconino | 71,800 |
| Glendale | Maricopa | 1,310,600 |
| Globe | Gila | 34,000 |
| Holbrook | Navajo | 64,300 |
| Kingman | Mohave | 42,000 |
| Lake Havasu City | Mohave | 42,000 |
| Mesa | Maricopa | 1,310,600 |
| Miami | Gila | 34,000 |
| Nogales | Santa Cruz | 17,900 |
| Page | Coconino | 71,900 |
| Parker | Yuma | 71,000 |
| Phoenix | Maricopa | 1,310,600 |
| Prescott | Yavapai | 51,400 |
| Safford | Graham | 21,600 |
| Scottsdale | Maricopa | 1,310,600 |
| Sedona | Coconino | 71,800 |
| Show Low | Navajo | 64,300 |
| Sierra Vista | Cochise | 77,600 |
| Sun City | Maricopa | 1,310,600 |
| Tempe | Maricopa | 1,310,600 |
| Tolleson | Maricopa | 1,310,600 |
| Tsaile | Navajo | 64,300 |
| Tucson | Pima | 470,500 |
| Wickenburg | Maricopa | 1,310,600 |
| Willcox | Cochise | 77,600 |
| Williams | Coconino | 71,800 |
| Window Rock | Apache | 46,400 |
| Winslow | Navajo | 64,300 |
| Yuma | Yuma | 71,000 |
| **Arkansas** | | |
| Arkadelphia | Clark | 22,500 |
| Ashdown | Little River | 12,000 |
| Augusta | Woodruff | 9,500 |
| Batesville | Independence | 25,200 |
| Benton | Saline | 44,500 |
| Bentonville | Benton | 61,300 |
| Berryville | Carrol | 14,600 |
| Blytheville | Mississippi | 63,000 |
| Brinkley | Monroe | 14,000 |
| Camden | Ouachita | 28,400 |
| Clarksville | Johnson | 16,000 |
| Clinton | Van Buren | 10,200 |
| Conway | Faulkner | 41,600 |
| Corning | Clay | 22,000 |
| Crossett | Ashley | 25,200 |
| Dardanelle | Yell | 17,700 |
| De Queen | Sevier | 12,200 |
| De Witt | Arkansas | 24,000 |
| Dumas | Desha | 17,300 |
| El Dorado | Union | 43,600 |
| Fayetteville | Washington | 155,800* |
| Fordyce | Dallas | 10,200 |
| Forrest City | Saint Francis | 31,300 |
| Fort Smith | Sebastian | 186,800* |
| Greenwood | Sebastian | 185,800* |
| Hardy | Sharp | 12,300 |
| Harrison | Boone | 24,000 |
| Heber Springs | Cleburne | 15,900 |
| Helena | Phillips | 37,600 |
| Hope | Hempstead | 20,200 |
| Hot Springs | Garland | 65,000 |
| Jacksonville | Pulaski | 371,600* |
| Jonesboro | Craighead | 63,000 |
| Lake Village | Chicot | 17,200 |
| Little Rock | Pulaski | 371,600* |
| Magnolia | Columbia | 25,200 |
| Malvern | Hot Spring | 25,000 |
| Mammoth Spring | Fulton | 9,100 |
| Marianna | Lee | 17,700 |
| Marked Tree | Poinsett | 27,400 |
| Marshall | Searcy | 8,500 |
| McGehee | Desha | 17,300 |
| Mena | Polk | 16,500 |
| Monette | Craighead | 63,000 |
| Monticello | Drew | 16,400 |
| Morrilton | Conway | 18,900 |
| Mountain Home | Baxter | 25,400 |
| N. Little Rock | Pulaski | 371,600* |
| Nashville | Howard | 13,600 |
| Newport | Jackson | 22,200 |
| Osceola | Mississippi | 63,000 |
| Ozark | Franklin | 13,000 |
| Paragould | Greene | 30,300 |
| Paris | Logan | 18,300 |
| Pine Bluff | Jefferson | 83,000 |
| Pocahontas | Randolph | 18,000 |
| Prescott | Nevada | 10,300 |
| Rogers | Benton | 61,300 |
| Russellville | Pope | 36,400 |
| Salem | Fulton | 9,100 |
| Searcy | White | 49,600 |
| Siloam Springs | Benton | 61,300 |
| Springdale | Washington | 155,800* |
| Stuttgart | Arkansas | 24,000 |
| Texarkana | Miller | 118,200* |
| Trumann | Poinsett | 27,400 |
| Van Buren | Crawford | 32,700 |
| Walnut Ridge | Lawrence | 19,700 |
| Warren | Bradley | 13,400 |
| West Memphis | Crittenden | 50,900 |
| Wynne | Cross | 21,300 |
| **California** | | |
| Alameda | Alameda | 3,165,300* |
| Alturas | Modoc | 8,200 |
| Anaheim | Orange | 1,824,600 |
| Angwin | Napa | 296,200* |
| Apple Valley | San Bernardino | 1,278,100* |
| Aptos-Capitola | Santa Cruz | 172,200 |
| Arcadia | Los Angeles | 16,890,200 |
| Arcata | Humboldt | 106,700 |
| Arroyo Grande | San Luis Obispo | 140,800 |
| Atascadero | San Luis Obispo | 140,800 |
| Auburn | Placer | 100,500 |
| Avalon | Los Angeles | 6,890,200 |
| Bakersfield | Kern | 360,700 |
| Banning | Riverside | 1,278,100* |
| Barstow | San Bernardino | 1,278,100* |
| Berkeley | Alameda | 3,165,300* |
| Big Bear Lake | San Bernardino | 1,278,100* |
| Bishop | Inyo | 17,900 |
| Blythe | Riverside | 164,800 |
| Borrego Springs | San Diego | 1,690,600 |
| Brawley | Imperial | 88,700 |
| Buena Park | Orange | 1,824,600 |
| Burbank | Los Angeles | 6,890,200 |
| Burney | Shasta | 96,900 |
| Calexico | Imperial | 88,700 |
| Camarillo | Ventura | 471,100 |
| Carlsbad | San Diego | 1,690,600 |
| Carmel | Monterey | 277,900 |
| Carmichael | Sacramento | 922,700* |
| Cathedral City | Riverside | 1,278,100* |
| Ceres | Stanislaus | 240,800 |

| | | |
|---|---|---|
| Chico | Butte | 127,800 |
| Claremont | Los Angeles | 6,890,200 |
| Clovis | Fresno | 465,500 |
| Coachella | Riverside | 1,278,100* |
| Compton | Los Angeles | 6,890,200 |
| Concord | Contra Costa | 607,200 |
| Corona | Riverside | 1,278,100* |
| Crescent City | Del Norte | 15,600 |
| Cupertino | Santa Clara | 1,224,200 |
| Davis | Yolo | 105,800 |
| Delano | Kearn | 360,700 |
| Dinuba | Tulare | 221,800 |
| El Cajon | San Diego | 1,690,600 |
| El Centro | Imperial | 88,700 |
| El Cerrito | Contra Costa | 607,200 |
| Escondido | San Diego | 1,690,600 |
| Eureka | Humboldt | 106,700 |
| Fall Brook | San Diego | 1,690,600 |
| Fort Bragg | Mendocino | 61,900 |
| Fortuna | Humboldt | 106,700 |
| Fowler | Fresno | 465,500 |
| Fremont | Alameda | 3,165,300* |
| Fresno | Fresno | 465,500 |
| Garden Grove | Orange | 1,824,600 |
| Gilroy | Santa Clara | 1,224,200 |
| Glendale | Los Angeles | 6,890,200 |
| Hanford | Kings | 72,400 |
| Hemet | Riverside | 1,278,100* |
| Hollister | San Benito | 20,600 |
| Independence | Inyo | 17,900 |
| Indio | Riverside | 1,278,100* |
| Inglewood | Los Angeles | 6,890,200 |
| Irvine | Orange | 1,824,600 |
| Jackson | Amador | 16,500 |
| King City | Monterey | 277,900 |
| La Canada | Los Angeles | 6,890,200 |
| Lake Arrowhead | San Bernardino | 1,278,100* |
| Lake Isabella | Kern | 360,700 |
| Lakeport | Lake | 29,300 |
| Lancaster | Los Angeles | 6,890,200 |
| Lemoore | Kings | 72,400 |
| Livermore | Alameda | 3,165,300 |
| Lodi | San Joaquim | 303,000 |
| Loma Linda | San Bernardino | 1,278,100* |
| Lompoc | Santa Barbara | 296,000 |
| Long Beach | Los Angeles | 6,890,200 |
| Los Altos | Santa Clara | 1,224,200 |
| Los Angeles | Los Angeles | 6,890,200 |
| Los Banos | Merced | 124,900 |
| Los Gatos | Santa Clara | 1,224,200 |
| Madera | Madera | 50,100 |
| Mammoth Lakes | Mono | 7,500 |
| Manteca | San Joaquim | 303,000 |
| Mariposa | Mariposa | 9,700 |
| Marysville | Yuba | 47,200 |
| McFarland | Kern | 360,700 |
| Mendocino | Mendocino | 61,900 |
| Merced | Merced | 124,900 |
| Mission Viejo | Orange | 1,824,600 |
| Modesto | Stanislaus | 240,800 |
| Mojave | Kern | 360,700 |
| Monterey | Monterey | 277,900 |
| Monte Rio | Sonoma | 264,900 |
| Moraga | Contra Costa | 607,200 |
| Morro Bay | San Luis Obispo | 140,800 |
| Mt. Shasta | Siskiyou | 35,900 |
| Mountain View | Santa Clara | 1,224,200 |
| Napa | Napa | 296,200* |
| Needles | San Bernardino | 1,278,100* |
| Nevada City | Nevada | 38,000 |
| Newport Beach | Orange | 1,824,600 |
| Oakland | Alameda | 3,165,300* |
| Oceanside | San Diego | 1,690,600 |
| Ojai | Ventura | 471,100 |
| Ontario | San Bernardino | 1,278,100* |
| Oroville | Butte | 127,800 |
| Oxnard | Venture | 471,100 |
| Pacific Grove | Monterey | 277,900 |
| Palm Desert | Riverside | 1,278,100* |
| Palm Springs | Riverside | 1,278,100* |
| Palmdale | Los Angeles | 6,890,200 |
| Palo Alto | Santa Clara | 1,224,200 |
| Paradise | Butte | 127,800 |
| Pasadena | Los Angeles | 6,890,200 |
| Paso Robles | San Luis Obispo | 140,800 |
| Patterson | Stanislaus | 240,800 |
| Pebble Beach | Monterey County | 277,900 |
| Petaluma | Sonoma | 264,900 |
| Pismo Beach | San Luis Obispo | 607,200 |
| Pittsburg | Contra Costa | 607,200 |
| Pomona | Los Angeles | 6,890,200 |
| Port Hueneme | Ventura | 471,100 |
| Porterville | Tulare | 221,800 |
| Quincy | Plumas | 15,100 |
| Red Bluff | Tehama | 33,500 |
| Redding | Shasta | 96,900 |
| Redlands | San Bernardino | 1,278,100* |
| Redondo Beach | Los Angeles | 6,890,200 |
| Ridgecrest | Kern | 360,700 |
| Rio Vista | Solano | 296,200* |
| Riverside | Riverside | 1,278,100* |
| Roseville | Placer | 100,500 |
| Sacramento | Sacramento | 922,700* |
| St. Helena | Napa | 296,200* |
| Salinas | Monterey | 277,900 |
| San Bernardino | San Bernardino | 1,278,100* |
| San Clemente | Orange | 1,824,600 |
| San Diego | San Diego | 1,690,600 |
| San Fernando | Los Angeles | 6,890,200 |
| San Francisco | San Francisco | 3,165,300* |
| San Gabriel | Los Angeles | 6,890,200 |
| San Jose | Santa Clara | 1,224,200 |
| San Luis Obispo | San Luis Obispo | 140,800 |
| San Mateo | San Mateo | 585,500 |
| San Rafael | Marin | 220,300 |
| Santa Ana | Orange | 1,824,600 |
| Santa Barbara | Santa Barbara | 296,600 |
| Santa Clara | Santa Clara | 1,224,200 |
| Santa Cruz | Santa Cruz | 172,200 |
| Santa Maria | Santa Barbara | 296,600 |
| Santa Monica | Los Angeles | 6,890,200 |
| Santa Paula | Ventura | 471,100 |
| Santa Rosa | Sonoma | 264,900 |
| Seaside | Monterey | 277,900 |
| Shafter | Kern | 360,700 |
| Sonora | Tuolumne | 27,800 |
| South Lake Tahoe | El Dorado | 69,300 |
| Stockton | San Joaquim | 303,000 |
| Stanford | Santa Clara | 1,224,200 |
| Susanville | Lassen | 19,100 |
| Taft | Kern | 360,700 |
| Thousand Oaks | Ventura | 471,100 |
| Torrance | Los Angeles | 6,890,200 |
| Tracy | San Joaquim | 303,000 |
| Travis AFB | Solano | 200,800 |
| Truckee | Nevada | 38,400 |
| Tulare | Tulare | 221,800 |
| Turlock | Stanislaus | 240,800 |
| Twentynine Palms | San Bernardino | 1,278,100* |
| Ukiah | Mendocino | 61,900 |
| Vacaville | Solano | 296,200* |
| Vallejo | Solano | 296,200* |
| Ventura | Ventura | 471,100 |
| Victorville | San Bernardino | 1,278,100* |
| Visalia | Tulare | 221,800 |
| Vista | San Diego | 1,690,600 |
| Walnut | Los Angeles | 6,890,200 |
| Walnut Creek | Contra Costa | 607,200 |
| Wasco | Kern | 360,700 |
| Watsonville | Santa Cruz | 172,200 |
| West Covina | Los Angeles | 6,890,200 |
| West Sacramento | Yolo | 105,800 |
| Willows | Glenn | 19,600 |
| Woodland | Yolo | 105,800 |
| Yreka | Siskiyou | 35,900 |
| Yuba City | Sutter | 48,300 |

### Colorado

| | | |
|---|---|---|
| Alamosa | Alamosa | 12,500 |
| Arvada | Jefferson | 335,300 |
| Aspen | Pitkin | 10,100 |
| Aurora | Adams | 228,100 |
| Boulder | Boulder | 172,300 |
| Breckenridge | Summit | 6,000 |
| Brighton | Adams | 228,100 |
| Brush | Morgan | 21,700 |
| Burlington | Kit Carson | 7,700 |
| Canon City | Fremont | 27,100 |
| Colorado Springs | El Paso | 284,900* |
| Cortez | Montezuma | 15,100 |
| Craig | Moffat | 9,000 |
| Delta | Delta | 20,000 |
| Denver | Denver | 1,490,400* |
| Durango | La Plata | 24,400 |
| Englewood | Arapahoe | 237,100 |
| Estes Park | Larimer | 127,200 |
| Fort Collins | El Paso | 284,900* |
| Fort Morgan | Morgan | 21,700 |
| Glenwood Springs | Garfield | 18,600 |
| Grand Junction | Mesa | 68,000 |
| Greeley | Weld | 112,000 |
| Gunnison | Gunnison | 9,000 |
| Ignacio | La Plata | 24,400 |
| La Junta | Otero | 25,000 |
| Lakewood | Denver | 1,490,400* |
| Lamar | Prowers | 14,000 |
| Leadville | Lake | 8,600 |
| Littleton | Arapahoe | 237,100 |
| Longmont | Boulder | 1,490,400* |
| Loveland | Larimer | 127,200 |
| Manitou Springs | El Paso | 284,900* |
| Monte Vista | Rio Grande | 10,600 |
| Montrose | Montrose | 21,900 |
| Morrison | Jefferson | 335,900 |
| Oak Creek | Routt | 11,500 |
| Pagosa Springs | Archuleta | 3,300 |
| Pueblo | Pueblo | 126,800 |
| Rifle | Garfield | 18,600 |
| Rocky Ford | Otero | 25,000 |
| Salida | Chaffee | 12,300 |
| Security | El Paso | 284,900* |
| Steamboat Springs | Routt | 11,500 |
| Sterling | Logan | 19,000 |
| Telluride | San Miguel | 2,200 |
| Trinidad | Los Animas | 15,600 |
| Vail | Eagle | 10,800 |
| Walsenburg | Huerfano | 6,600 |
| Windsor | Weld | 112,800 |
| Wray | Yuma | 9,600 |

### Connecticut

| | | |
|---|---|---|
| Ansonia | New Haven | 767,800 |
| Berlin | Hartford | 1,067,200* |
| Bridgeport | Fairfield | 803,700 |
| Bristol | Hartford | 1,067,200* |
| Brookfield | Fairfield | 803,700 |
| Danbury | Fairfield | 803,700 |
| Derby | New Haven | 768,800 |
| Fairfield | Fairfield | 803,700 |
| Greenwich | Fairfield | 803,700 |
| Groton | New London | 246,500 |
| Hamden | New Haven | 767,800 |
| Hartford | Hartford | 1,067,200* |
| Manchester | Hartford | 1,067,200* |
| Meriden | New Haven | 767,800 |
| Middlefield | Middlesex | 128,000 |
| Middletown | Middlesex | 128,000 |
| Milford | New Haven | 767,000 |
| Monroe | Fairfield | 803,000 |
| Naugatuck | New Haven | 767,000 |
| New Britain | Hartford | 1,067,200* |
| New Canaan | Faiffield | 803,000 |
| New Haven | New Haven | 767,000 |
| New London | New London | 246,500 |
| Norwalk | Fairfield | 803,000 |
| Norwich | New London | 246,500 |
| Old Saybrook | Middlesex | 128,000 |
| Putnam | Windham | 96,600 |
| Ridgefield | Fairfield | 803,000 |
| Southington | Harford | 1,067,200* |
| Stamford | Fairfield | 803,000 |
| Storrs | Tolland | 115,200 |
| Torrington | Litchfield | 152,600 |
| Wallingford | New Haven | 767,800 |
| Waterbury | New Haven | 767,800 |
| West Hartford | Hartford | 1,067,200* |
| West Haven | New Haven | 767,800 |
| Westport | Fairfield | 803,000 |
| Willimantic | Windham | 96,600 |
| Windsor | Hartford | 1,067,200* |

### Delaware

| | | |
|---|---|---|
| Bethany Beach | Sussex | 91,700 |
| Dover | Kent | 96,000 |
| Georgetown | Sussex | 91,700 |
| Hockessin | New Castle | 526,100* |
| Milford | Sussex | 91,700 |
| Newark | New Castle | 526,100* |
| Rehoboth Beach | Sussex | 91,700 |
| Seaford | Sussex | 91,700 |
| Willmington | New Castle | 526,100* |

### D.C.

| | | |
|---|---|---|
| Washington | | 3,071,200* |

### Florida

| | | |
|---|---|---|
| Apopka | Orange | 619,200* |
| Arcadia | De Soto | 19,500 |
| Atlantic Beach | Duval | 728,200* |
| Auburndale | Polk | 291,800 |
| Avon Park | Highlands | 47,000 |
| Bartow | Polk | 291,800 |
| Belle Glade | Palm Beach | 501,800 |
| Blountstown | Calhoun | 8,400 |
| Boca Raton | Palm Beach | 501,800 |
| Bonita Springs | Lee | 179,100 |
| Boynton Beach | Palm Beach | 501,800 |
| Bradenton | Manatee | 134,600 |
| Brooksville | Hernando | 33,900 |
| Cape Coral | Lee | 179,100 |
| Chattahoochee | Gadsden | 36,600 |
| Chiefland | Levy | 17,600 |

| | | |
|---|---|---|
| Chipley | Washington | 13,400 |
| Clearwater | Pinellas | 1,463,700* |
| Clermont | Lake | 97,900 |
| Clewiston | Hendry | 16,900 |
| Cocoa | Brevard | 234,400 |
| Cocoa Beach | Brevard | 234,400 |
| Coral Cables | Dade | 1,513,700 |
| Crestview | Okaloosa | 113,600 |
| Crystal River | Citrus | 45,200 |
| Cypress Gardens | Polk | 291,800 |
| Dade City | Pasco | 147,600 |
| Daytona Beach | Volusia | 229,800 |
| Defuniak Springs | Walton | 18,600 |
| Deland | Volusia | 229,800 |
| Delray Beach | Palm Beach | 501,800 |
| Dunedin | Pinellas | 1,463,700* |
| Dunnellon | Marion | 106,400 |
| Englewood | Sarasota | 177,800 |
| Eustis | Lake | 97,900 |
| Fernandina Beach | Nassau | 32,100 |
| Fort Lauderdale | Broward | 952,800 |
| Fort Myers | Lee | 179,100 |
| Fort Pierce | Saint Lucie | 73,500 |
| Ft. Walton Beach | Okaloosa | 113,600 |
| Gainesville | Alachua | 140,900 |
| Goulds | Dade | 1,513,700 |
| Green Cove Springs | Clay | 56,000 |
| Haines City | Polk | 291,800 |
| Hialeah | Dade | 1,513,700 |
| Hollywood | Broward | 952,800 |
| Holiday | Pinellas | 1,463,700* |
| Homestead | Dade | 1,513,700 |
| Immokalee | Collier | 71,000 |
| Indian Rocks Beach | Pinellas | 1,463,700* |
| Inverness | Citrus | 45,200 |
| Jacksonville | Duval | 728,200* |
| Jacksonville Beach | Duval | 728,200* |
| Jupiter | Palm Beach | 501,800 |
| Key West | Monroe | 52,100 |
| Kissimmee | Osceola | 42,500 |
| Lake City | Columbia | 30,100 |
| Lake Wales | Polk | 291,800 |
| Lake Worth | Palm Beach | 501,800 |
| Lakeland | Polk | 291,800 |
| Largo | Pinellas | 1,463,700* |
| Leesburg | Lake | 97,900 |
| Lehigh Acres | Lee | 179,100 |
| Live Oak | Suwannee | 19,100 |
| Madison | Madison | 14,900 |
| Maccleny | Baker | 14,500 |
| Marathon | Monroe | 52,100 |
| Marco Island | Collier | 71,000 |
| Marianna | Jackson | 41,200 |
| Melbourne | Brevard | 234,400 |
| Miami | Dade | 1,513,700 |
| Miami Beach | Dade | 1,513,700 |
| Milton | Santa Rosa | 51,700 |
| Monticello | Jefferson | 9,600 |
| Mount Dora | Lake | 97,900 |
| Naples | Collier | 71,000 |
| New Port Richey | Pasco | 147,600 |
| New Smyrna Beach | Volusia | 229,800 |
| Oakland Park | Broward | 952,800 |
| Ocala | Marion | 106,400 |
| Ocoee | Orange | 619,200* |
| Okeechobee | Okeechobee | 20,000 |
| Orange Park | Clay | 56,000 |
| Orlando | Orange | 619,200* |
| Palatka | Putnam | 46,200 |
| Palm Beach | Palm Beach | 501,800 |
| Panama City | Bay | 95,700 |
| Panama City Beach | Bay | 95,700 |
| Pensacola | Escambia | 280,000* |
| Perry | Taylor | 13,600 |
| Pine Castle | Orange | 619,200* |
| Pinellas Park | Pinellas | 1,463,700* |
| Plant City | Hillsborough | 1,463,700* |
| Plantation Key | Broward | 952,800 |
| Pompano Beach | Broward | 952,800 |
| Port Charlotte | Charlotte | 49,500 |
| Port St. Joe | Gulf | 10,400 |
| Punta Gorda | Charlotte | 49,500 |
| Quincy | Gadsden | 36,600 |
| Rivera Beach | Palm Beach | 501,800 |
| Sanford | Seminole | 149,400 |
| Sarasota | Sarasota | 177,800 |
| Sebring | Highlands | 47,800 |
| South Daytona | Volusia | 229,800 |
| South Miami | Dade | 1,513,700 |
| St. Augustine | St. Johns | 43,000 |
| St. Petersburg | Pinellas | 1,463,700* |
| St. Petersburg Beach | Pinellas | 1,463,700* |
| Starke | Bradford | 17,600 |
| Stuart | Martin | 52,700 |
| Tallahassee | Leon | 149,100* |
| Tampa | Hillsborough | 1,463,700* |
| Titusville | Brevard | 234,400 |
| Valparaiso | Okaloosa | 113,600 |
| Venice | Savasota | 177,800 |
| Vero Beach | Indian River | 51,200 |
| Wauchula | Hardee | 19,100 |
| West Palm Beach | Palm Beach | 501,800 |
| Winter Garden | Orange | 619,200* |
| Winter Haven | Polk | 291,800 |
| Winter Park | Orange | 619,200* |
| Zephyrhills | Pasco | 147,600 |
| **Georgia** | | |
| Adel | Cook | 12,300 |
| Albany | Dougherty | 102,000* |
| Alma | Bacon | 9,600 |
| Americus | Sumter | 27,800 |
| Ashburn | Turner | 8,800 |
| Athens | Clarke | 76,900 |
| Atlanta | Fulton | 1,900,100* |
| Augusta | Richmond | 281,300* |
| Austell | Cobb | 264,300 |
| Bainbridge | Decataur | 25,800 |
| Barnesville | Lamar | 11,600 |
| Baxley | Appling | 15,000 |
| Blackshear | Pierce | 11,000 |
| Blakely | Early | 12,900 |
| Blue Ridge | Fannin | 14,600 |
| Bremen | Haralson | 17,500 |
| Brunswick | Glynn | 47,600 |
| Buford | Gwinnett | 132,300 |
| Cairo | Grady | 19,300 |
| Calhoun | Gordon | 27,700 |
| Camilla | Mitchell | 19,000 |
| Canton | Cherokee | 41,600 |
| Carrollton | Carroll | 54,700 |
| Cartersville | Bartow | 36,800 |
| Cedartown | Polk | 31,600 |
| Chatsworth | Murray | 16,800 |
| Clarkesville | Habersham | 24,500 |
| Claxton | Evans | 8,700 |
| Clayton | Rabun | 10,000 |
| Cleveland | White | 8,600 |
| Cochran | Bleckley | 10,600 |
| Columbus | Muscogee | 229,000* |
| Commerce | Jackson | 24,400 |
| Cordele | Crisp | 19,600 |
| Cornelia | Habersham | 24,500 |
| Covington | Newton | 34,300 |
| Cumming | Forsyth | 22,600 |
| Cuthbert | Randolph | 8,800 |
| Dalton | Whitfield | 62,000 |
| Dawson | Terrell | 11,000 |
| Decatur | DeKalb | 477,600 |
| Donaldsonville | Seminole | 8,200 |
| Douglas | Coffee | 25,200 |
| Douglasville | Coffee | 25,200 |
| Dublin | Laurens | 34,400 |
| East Point | Fulton | 1,900,000* |
| Eastman | Dodge | 16,300 |
| Eatonton | Putman | 8,600 |
| Elberton | Elbert | 17,900 |
| Ellijay | Gilmer | 10,700 |
| Fitzgerald | Ben Hill | 14,200 |
| Forsyth | Monroe | 12,400 |
| Fort Valley | Peach | 20,100 |
| Gainesville | Hall | 70,200 |
| Garden City | Chatham | 203,800* |
| Glennville | Tattnall | 16,400 |
| Gordon | Wilkinson | 10,000 |
| Griffin | Spalding | 45,800 |
| Hartwell | Hart | 16,700 |
| Hawkinsville | Pulaski | 8,100 |
| Hazelhurst | Jeff Davis | 11,300 |
| Hinesville | Liberty | 22,700 |
| Jackson | Butts | 12,200 |
| Jasper | Pickens | 10,300 |
| Jesup | Wayne | 19,700 |
| Lafayette | Walker | 56,800 |
| La Grange | Troup | 44,100 |
| Lawrenceville | Gwinnett | 132,300 |
| Louisville | Jefferson | 16,300 |
| Lyons | Toombs | 21,600 |
| Macon | Bibb | 239,500* |
| Madison | Morgan | 10,900 |
| Manchester | Meriwether | 20,500 |
| Marietta | Cobb | 264,300 |
| McRae | Telfair | 10,800 |
| Metter | Candler | 6,700 |
| Milledgeville | Baldwin | 34,000 |
| Millen | Jenkins | 8,200 |
| Monroe | Walton | 31,300 |
| Montezuma | Macon | 13,100 |
| Morrow | Clayton | 144,300 |
| Moultrie | Colquitt | 34,600 |
| Nashville | Berrien | 12,900 |
| Newnan | Coweta | 37,300 |
| North Atlanta | Fulton | 1,900,100* |
| Ocilla | Irwin | 8,400 |
| Perry | Houston | 73,400 |
| Quitman | Brooks | 13,700 |
| Reidsville | Tattnall | 16,400 |
| Rockmart | Polk | 31,600 |
| Rome | Floyd | 78,400 |
| Rossville | Walker | 56,800 |
| Royston | Franklin | 14,000 |
| Sandersville | Washington | 16,700 |
| Savannah | Chatham | 203,800* |
| Smyrna | Cobb | 264,300 |
| Soperton | Treutlen | 6,200 |
| Springfield | Effingham | 16,100 |
| Statesboro | Bulloch | 33,900 |
| Summerville | Chattooga | 22,900 |
| Swainsboro | Emanuel | 20,400 |
| Sylvania | Screven | 12,600 |
| Sylvester | Worth | 17,000 |
| Tallapoosa | Haralson | 17,500 |
| Thomaston | Upson | 24,600 |
| Thomasville | Thomas | 38,300 |
| Thomson | McDuffie | 18,500 |
| Tifton | Tift | 31,600 |
| Toccoa | Stephens | 22,700 |
| Valdosta | Lowndes | 63,600 |
| Vidalia | Toombs | 21,600 |
| Warner Robins | Houston | 73,400 |
| Washington | Wilkes | 10,200 |
| Waycross | Ware | 36,300 |
| Waynesboro | Burke | 17,900 |
| West Point | Troup | 44,100 |
| Winder | Barrow | 20,600 |
| **Hawaii** | | |
| Eleele | Kauai | 36,200 |
| Hilo | Hawaii | 80,600 |
| Honolulu | Honolulu | 738,500 |
| Kahului | Maui | 60,200 |
| Kailua | Honolulu | 738,500 |
| Kealakekua | Hawaii | 80,600 |
| Lihue | Kauai | 36,200 |
| Wailuku | Maui | 60,200 |
| Waipahu | Honolulu | 738,500 |
| **Idaho** | | |
| Blackfoot | Bingham | 34,000 |
| Boise | Ada | 150,900 |
| Bonners Ferry | Boundary | 6,800 |
| Burley | Cassia | 19,500 |
| Caldwell | Canyon | 76,300 |
| Coeur D'Alene | Kootenai | 49,300 |
| Emmett | Gem | 11,300 |
| Grangeville | Idaho | 13,100 |
| Hailey | Blaine | 8,300 |
| Idaho Falls | Bonneville | 61,000 |
| Jerome | Jerome | 14,000 |
| Lewiston | Nez Perce | 32,500 |
| McCall | Valley | 4,500 |
| Montpelier | Bear Lake | 6,800 |
| Moscow | Latah | 27,500 |
| Mountain Home | Elmore | 20,600 |
| Nampa | Canyon | 76,300 |
| Orofino | Clearwater | 9,500 |
| Payette | Payette | 15,400 |
| Pocatello | Bannock | 61,800 |
| Preston | Franklin | 8,800 |
| Rexburg | Madison | 19,200 |
| Rupert | Minidoka | 19,500 |
| Salmon | Lemhi | 6,400 |
| Sandpoint | Bonner | 20,500 |
| Soda Springs | Caribou | 8,100 |
| St. Anthony | Fremont | 10,600 |
| St. Maries | Benewah | 7,800 |
| Sun Valley | Blaine | 8,300 |
| Twin Falls | Twin Falls | 48,700 |
| Wallace | Shoshone | 18,300 |
| Weiser | Washington | 8,800 |
| **Illinois** | | |
| Alton | Madison | 243,500 |
| Anna | Union | 17,100 |
| Arlington Heights | Cook | 7,001,000* |
| Aurora | Kane | 272,100 |
| Barrington | Lake | 410,500 |
| Beardstown | Cass | 14,400 |
| Belleville | Saint Clair | 280,300 |
| Belvidere | Boone | 26,500 |
| Benton | Franklin | 42,700 |
| Bloomington | McLean | 119,800 |

| | | |
|---|---|---|
| Cahokia | St. Clair | 280,300 |
| Cairo | Alexander | 11,900 |
| Canton | Fulton | 44,000 |
| Carbondale | Jackson | 54,500 |
| Carlinville | Macoupin | 46,800 |
| Carmi | White | 17,000 |
| Carthage | Hancock | 20,900 |
| Casey | Clark | 15,800 |
| Centralia | Marion | 40,000 |
| Champaign | Champaign | 168,600 |
| Charleston | Coles | 51,800 |
| Chester | Randolph | 33,000 |
| Chicago | Cook | 7,001,000* |
| Cicero | Cook | 7,001,000* |
| Chicago Heights | Cook | 7,001,000* |
| Chillicothe | Peoria | 362,000* |
| Clinton | DeWitt | 17,000 |
| Columbia | Monroe | 18,300 |
| Cresthill | Will | 312,300 |
| Crete | Will | 312,300 |
| Crystal Lake | McHenry | 132,200 |
| Danville | Vermilion | 101,600 |
| Decatur | Macon | 127,200 |
| De Kalb | De Kalb | 71,800 |
| Des Plaines | Cook | 7,001,000* |
| Dixon | Lee | 33,900 |
| Downers Grove | Du Page | 570,700 |
| Dundee | Kane | 272,100 |
| Du Quoin | Perry | 20,500 |
| East Moline | Rock Island | 370,000* |
| East St. Louis | St. Clair | 280,300 |
| Edwardsville | Madison | 243,500 |
| Effingham | Effingham | 29,000 |
| Eldorado | Saline | 26,800 |
| Elgin | Kane | 272,100 |
| Elmhurst | Du Page | 570,700 |
| Elmwood Park | Cook | 7,001,000* |
| Elsah | Jersey | 19,900 |
| Evanston | Cook | 7,001,000* |
| Fairfield | Wayne | 17,000 |
| Flora | Clay | 15,400 |
| Flossmoor | Cook | 7,001,000* |
| Freeport | Stephenson | 46,900 |
| Galesburg | Knox | 60,500 |
| Geneseo | Henry | 56,700 |
| Geneva | Kane | 272,100 |
| Glen Ellyn | Du Page | 570,300 |
| Godfrey | Madison | 243,500 |
| Granite City | Madison | 243,500 |
| Greenville | Bond | 14,700 |
| Harrisburg | Saline | 26,800 |
| Harvard | McHenry | 132,200 |
| Harvey | Cook | 7,001,000* |
| Havana | Mason | 19,000 |
| Herrin | Williamson | 53,400 |
| Highland | Madison | 243,500 |
| Highland Park | Lake | 410,500 |
| Hinsdale | Du Page | 570,700 |
| Jacksonville | Morgan | 35,100 |
| Jerseyville | Jersey | 19,900 |
| Joilet | Will | 312,300 |
| Kankakee | Kankakee | 94,100 |
| Kewanee | Henry | 56,700 |
| La Grange | Cook | 7,001,000* |
| Lake Forest | Lake | 410,500 |
| Lansing | Cook | 7,001,000* |
| La Salle | La Salle | 105,400 |
| Lawrenceville | Lawrence | 17,000 |
| Lincoln | Logan | 29,600 |
| Litchfield | Montgomery | 30,300 |
| Lockport | Will | 312,300 |
| Loves Park | Winnebago | 268,000* |
| Macomb | McDonough | 39,600 |
| Marion | Williamson | 53,400 |
| Mattoon | Coles | 51,800 |
| McLeansboro | Hamilton | 8,000 |
| Mendota | LaSalle | 105,400 |
| Metropolis | Massac | 13,900 |
| Moline | Rock Island | 370,000* |
| Monmouth | Warren | 20,700 |
| Monticello | Piatt | 16,200 |
| Morris | Grundy | 29,300 |
| Morrison | Whiteside | 66,500 |
| Morton | Tazewell | 130,000 |
| Mt. Carmel | Wabash | 13,000 |
| Mt. Vernon | Jefferson | 34,600 |
| Murphysboro | Jackson | 54,500 |
| Naperville | Du Page | 570,800 |
| Normal | McLean | 119,800 |
| Oak Park | Cook | 7,001,000* |
| Olney | Richland | 17,500 |
| Ottawa | La Salle | 105,400 |
| Pana | Christian | 38,800 |
| Paris | Edgar | 21,500 |
| Park Forest | Cook | 7,001,000* |
| Park Ridge | Cook | 7,001,000* |
| Pekin | Tazewell | 130,000 |
| Peoria | Peoria | 362,000* |
| Peru | LaSalle | 104,500 |
| Pittsfield | Pike | 19,200 |
| Plano | Kendall | 32,300 |
| Pontiac | Livingston | 39,000 |
| Princeton | Bureau | 35,000 |
| Quincy | Adams | 70,400 |
| Rantoul | Champaign | 168,600 |
| River Grove | Cook | 7,001,000* |
| Robinson | Crawford | 19,200 |
| Rochelle | Ogle | 41,800 |
| Rock Island | Rock Island | 370,000* |
| Rockford | Winnebago | 268,000* |
| Rockton | Winnebago | 268,000* |
| Salem | Marion | 40,000 |
| Savanna | Carroll | 18,700 |
| Shelbyville | Shelby | 22,700 |
| Skokie | Cook | 7,001,000* |
| Sparta | Randolph | 33,000 |
| Springfield | Sangamon | 186,700* |
| Sterling | Whiteside | 66,500 |
| Streator | LaSalle | 105,400 |
| Sullivan | Moultrie | 12,600 |
| Summit | Cook | 7,001,000* |
| Taylorville | Christian | 38,800 |
| Tuscola | Douglas | 20,300 |
| Urbana | Champaign | 168,600 |
| Vandalia | Fayette | 20,100 |
| Watseka | Iroquois | 34,000 |
| Waukegan | Lake | 410,500 |
| West Frankfort | Franklin | 42,700 |
| Wheaton | DuPage | 570,700 |
| Winnebago | Winnebago | 268,000* |
| Winnetka | Cook | 7,001,000* |
| Wood River | Madison | 243,500 |
| Woodstock | McHenry | 132,200 |
| Zion | Lake | 410,500 |

**Indiana**

| | | |
|---|---|---|
| Anderson | Madison | 137,500 |
| Angola | Steuben | 24,100 |
| Auburn | DeKalb | 32,000 |
| Aurora | Dearborn | 32,300 |
| Batesville | Ripley | 23,600 |
| Bedford | Lawrence | 40,100 |
| Bloomington | Monroe | 93,200 |
| Bluffton | Wells | 25,100 |
| Boonville | Warrick | 36,500 |
| Brazil | Clay | 24,000 |
| Carmel | Hamilton | 75,500 |
| Centerville | Wayne | 73,800 |
| Chesterton | Porter | 99,700 |
| Columbia City | Whitley | 25,100 |
| Columbus | Bartholomew | 61,500 |
| Connersville | Fayette | 28,100 |
| Corydon | Harrison | 24,300 |
| Crawfordsville | Montgomery | 34,300 |
| Crown Point | Lake | 640,400* |
| Danville | Hendricks | 63,200 |
| Decatur | Adams | 27,800 |
| Elkhart | Elkhart | 128,700 |
| Elwood | Madison | 137,500 |
| Evansville | Vanderburgh | 289,200* |
| Fort Wayne | Allen | 373,500* |
| Frankfort | Clinton | 29,800 |
| Franklin | Johnson | 70,800 |
| Gary | Lake | 640,400* |
| Gaston | elaware | 127,500 |
| Goshen | Elkhart | 128,700 |
| Greencastle | Putnam | 28,000 |
| Greenfield | Hancock | 42,800 |
| Greensburg | Decataur | 23,500 |
| Hammond | Lake | 640,400* |
| Hartford City | Blackford | 15,900 |
| Howe | Lagrange | 23,800 |
| Huntingburg | Dubois | 32,100 |
| Huntington | Huntington | 34,400 |
| Indianapolis | Marion | 1,144,200* |
| Jasper | Dubois | 32,100 |
| Jeffersonville | Clark | 85,400 |
| Kendallville | Noble | 32,600 |
| Knox | Starke | 20,500 |
| Kokomo | Howard | 104,300* |
| Lafayette | Tippecanoe | 113,900 |
| La Porte | La Porte | 104,900 |
| Lebanon | Boone | 33,000 |
| Linton | Greene | 28,600 |
| Logansport | Cass | 39,100 |
| Lowell | Lake | 640,400* |
| Madison | Jefferson | 27,000 |
| Marion | Grant | 82,500 |
| Martinsville | Morgan | 49,600 |
| Michigan City | LaPorte | 104,900 |
| Monticello | White | 21,500 |
| Mt. Vernon | Posey | 23,800 |
| Muncie | Delaware | 127,500 |
| New Albany | Floyd | 56,000 |
| New Castle | Henry | 54,400 |
| Noblesville | Hamilton | 75,500 |
| North Manchester | Wabash | 35,600 |
| North Vernon | Jennings | 21,100 |
| Notre Dame | St. Joseph | 274,400* |
| Paoli | Orange | 17,800 |
| Pendleton | Madison | 137,500 |
| Peru | Miami | 39,800 |
| Plainfield | Hendricks | 63,200 |
| Plymouth | Marshall | 38,600 |
| Portland | Jay | 24,000 |
| Princeton | Gibson | 31,400 |
| Rensselaer | Jasper | 24,400 |
| Richmond | Wayne | 73,800 |
| Rochester | Fulton | 16,900 |
| Rockville | Parke | 15,800 |
| Rushville | Rush | 19,900 |
| Salem | Washington | 20,300 |
| Scottsburg | Scott | 19,600 |
| Seymour | Jackson | 33,900 |
| Shelbyville | Shelby | 38,600 |
| South Bend | St. Joseph | 274,400* |
| Sullivan | Sullivan | 19,800 |
| Tell City | Perry | 18,200 |
| Terre Haute | Vigo | 168,500* |
| Valparaiso | Porter | 99,700 |
| Vevay | Switzerland | 6,900 |
| Vincennes | Knox | 38,900 |
| Wabash | Wabash | 35,600 |
| Warsaw | Kosciusko | 54,900 |
| Washington | Daviess | 24,700 |
| West Lafayette | Tippecanoe | 113,900 |
| West Terre Haute | Vigo | 168,500* |
| Winchester | Randolph | 29,200 |

**Iowa**

| | | |
|---|---|---|
| Algona | Kossuth | 22,600 |
| Ames | Story | 70,500 |
| Ankeny | Polk | 336,600* |
| Atlantic | Cass | 16,700 |
| Boone | Boone | 26,000 |
| Burlington | Des Moines | 44,800 |
| Carroll | Carroll | 23,600 |
| Cedar Falls | Black Hawk | 136,400 |
| Cedar Rapids | Linn | 169,700 |
| Centerville | Appahoose | 15,300 |
| Charles City | Floyd | 20,500 |
| Cherokee | Cherokee | 16,400 |
| Clarinda | Page | 18,600 |
| Clarion | Wright | 16,500 |
| Clear Lake | Cerro Gordo | 45,100 |
| Clinton | Clinton | 58,700 |
| Council Bluffs | Pottawattamie | 85,700 |
| Creston | Union | 12,800 |
| Davenport | Scott | 370,000* |
| Decorah | Winneshiek | 21,700 |
| Denison | Crawford | 17,900 |
| Des Moines | Polk | 336,000* |
| Dubuque | Dubuque | 96,500 |
| Emmetsbury | Palo Alto | 12,900 |
| Estherville | Emmett | 13,700 |
| Fairfield | Jefferson | 14,200 |
| Fort Dodge | Webster | 46,700 |
| Fort Madison | Lee | 40,000 |
| Grinnell | Poweshiek | 19,200 |
| Humboldt | Humboldt | 12,700 |
| Independence | Buchanan | 22,600 |
| Indianola | Warren | 33,400 |
| Iowa City | Johnson | 77,600 |
| Iowa Falls | Hardin | 21,800 |
| Keokuk | Lee | 40,000 |
| Knoxville | Marion | 28,000 |
| Le Mars | Plymouth | 24,300 |
| Maquoketa | Jackson | 22,100 |
| Marshalltown | Marshall | 42,800 |
| Mason City | Cerro Gordo | 45,100 |
| Mt. Vernon | Linn | 169,700 |
| Mt. Pleasant | Henry | 17,400 |
| Muscatine | Muscatine | 39,800 |
| Newton | Jasper | 36,700 |
| Oelwein | Fayette | 25,700 |
| Oskaloosa | Mahaska | 21,500 |
| Ottumwa | Wapello | 38,500 |
| Pella | Marion | 28,000 |
| Perry | Dallas | 27,100 |
| Red Oak | Montgomery | 13,100 |

## County or Market Population

| | | |
|---|---|---|
| Sheldon | O'Brien | 17,000 |
| Shenandoah | Page | 18,600 |
| Sioux Center | Sioux | 29,900 |
| Sioux City | Woodbury | 120,800* |
| Spencer | Clay | 19,200 |
| Storm Lake | Buena Vista | 20,400 |
| Twin Lakes | Calhoun | 13,500 |
| Washington | Washington | 18,700 |
| Waterloo | Black Hawk | 136,400 |
| Waukon | Allamakee | 15,400 |
| Waverly | Bremer | 25,000 |
| Webster City | Hamilton | 17,700* |
| West Des Moines | Polk | 336,000* |

**Kansas**

| | | |
|---|---|---|
| Abilene | Dickinson | 20,700 |
| Arkansas City | Colwley | 32,300 |
| Atchison | Atchison | 18,000 |
| Baldwin City | Douglas | 70,600 |
| Chanute | Neosho | 17,700 |
| Coffeyville | Montgomery | 38,100 |
| Colby | Thomas | 8,400 |
| Concordia | Cloud | 12,800 |
| Derby | Sedqwick | 391,700* |
| Dodge City | Ford | 24,600 |
| El Dorado | Butler | 39,600 |
| Emporia | Lyon | 32,100 |
| Fairway | Johnson | 248,300 |
| Fort Scott | Bourbon | 15,900 |
| Garden City | Finney | 22,600 |
| Goodland | Sherman | 8,500 |
| Great Bend | Barton | 31,100 |
| Hays | Ellis | 26,200 |
| Hiawatha | Brown | 11,100 |
| Hillsboro | Marion | 13,800 |
| Hutchinson | Reno | 65,000 |
| Independence | Montgomery | 38,100 |
| Iola | Allen | 15,100 |
| Junction City | Geary | 31,500 |
| Kansas City | Wyandotte | 176,900 |
| Larned | Pawnee | 8,700 |
| Lawrence | Douglas | 70,600 |
| Leavenworth | Leavenworth | 60,300 |
| Liberal | Seward | 16,600 |
| Lyons | Rice | 11,800 |
| Manhattan | Riley | 63,500 |
| Marysville | Marshall | 13,800 |
| McPherson | McPherson | 25,800 |
| Mission | Johnson | 248,300 |
| Newton | Harvey | 28,900 |
| Norton | Norton | 6,500 |
| Oberlin | Decataur | 5,000 |
| Ottawa | Franklin | 19,500 |
| Parsons | Labette | 24,800 |
| Phillipsburg | Phillips | 8,100 |
| Pittsburg | Crawford | 36,000 |
| Pratt | Pratt | 10,000 |
| Russell | Russell | 8,500 |
| Salina | Saline | 51,300 |
| Scott City | Scott | 5,800 |
| Topeka | Shawnee | 180,200* |
| Ulysses | Grant | 6,900 |
| Wellington | Sumner | 23,100 |
| Wichita | Sedqwick | 391,700* |
| Winfield | Cowley | 32,300 |

**Kentucky**

| | | |
|---|---|---|
| Albany | Clinton | 8,500 |
| Ashland | Boyd | 292,600* |
| Barbourville | Knox | 27,500 |
| Bardstown | Nelson | 24,700 |
| Beattyville | Lee | 7,300 |
| Benton | Marshall | 23,500 |
| Berea | Madison | 50,900 |
| Bowling Green | Warren | 65,700 |
| Brandenburg | Meade | 18,000 |
| Buffalo | Larue | 11,200 |
| Burkesville | Cumberland | 7,000 |
| Cadiz | Trigg | 9,200 |
| Campbellsville | Taylor | 18,700 |
| Carrollton | Carroll | 8,700 |
| Catlettsburg | Boyd | 292,600* |
| Cave City | Barren | 31,000 |
| Central City | Muhlenberg | 32,900 |
| Columbia | Adair | 14,800 |
| Corbin | Whitley | 31,100 |
| Covington | Kenton | 131,800 |
| Cumberland | Harlan | 42,500 |
| Cynthiana | Harrison | 14,800 |
| Danville | Boyle | 23,400 |
| Elizabethtown | Hardin | 82,300 |
| Elkhorn City | Pike | 74,500 |
| Elkton | Todd | 11,200 |
| Eminence | Henry | 11,700 |
| Erlanger | Kenton | 131,800 |
| Frankfort | Franklin | 39,300 |
| Franklin | Simpson | 14,500 |
| Ft. Campbell | Christian | 150,500* |
| Ft. Knox | Hardin | 82,300 |
| Fulton | Fulton | 9,600 |
| Georgetown | Scott | 19,700 |
| Glasgow | Barren | 31,000 |
| Grayson | Carter | 23,300 |
| Greensburg | Green | 11,100 |
| Hardinsburg | Breckinridge | 16,000 |
| Harlan | Harlan | 42,500 |
| Harrodsburg | Mercer | 18,200 |
| Hartford | Ohio | 20,500 |
| Hawesville | Hancock | 7,500 |
| Hazard | Perry | 30,300 |
| Henderson | Henderson | 37,200 |
| Hindman | Knott | 17,900 |
| Hodgenville | Larue | 11,200 |
| Hopkinsville | Christian | 150,500* |
| Inez | Martin | 11,600 |
| Irvine | Estill | 13,600 |
| Jackson | Breathitt | 16,600 |
| Jamestown | Russell | 11,900 |
| Jeffersontown | Jefferson | 890,000* |
| Jenkins | Letcher | 29,600 |
| Lancaster | Garrard | 9,300 |
| Lebanon | Marion | 16,700 |
| Leitchfield | Grayson | 19,100 |
| Lexington | Fayette | 301,200* |
| Liberty | Casey | 14,700 |
| London | Laurel | 33,700 |
| Louisa | Lawrence | 12,500 |
| Louisville | Jefferson | 890,000* |
| Madisonville | Hopkins | 46,600 |
| Manchester | Clay | 22,700 |
| Marion | Crittenden | 9,300 |
| Mayfield | Graves | 32,800 |
| Maysville | Mason | 16,400 |
| Middlesboro | Bell | 33,500 |
| Monticello | Wayne | 16,500 |
| Morehead | Rowan | 17,200 |
| Morganfield | Union | 16,400 |
| Morgantown | Butler | 10,000 |
| Mt. Sterling | Montgomery | 17,700 |
| Mt. Vernon | Rockcastle | 13,200 |
| Munfordville | Hart | 15,000 |
| Murray | Calloway | 30,400 |
| Neon | Letcher | 29,600 |
| Newport | Campbell | 83,200 |
| Nicholasville | Jessamine | 25,200 |
| Owensboro | Daviess | 82,400 |
| Paducah | McCracken | 62,200 |
| Paintsville | Johnson | 22,400 |
| Paris | Bourbon | 18,200 |
| Pikeville | Pike | 74,500 |
| Pineville | Bell | 33,500 |
| Prestonsburg | Floyd | 43,400 |
| Princeton | Caldwell | 12,900 |
| Providence | Webster | 14,400 |
| Richmond | Madison | 50,900 |
| Russellville | Logan | 22,300 |
| Scottsville | Allen | 13,300 |
| Shelbyville | Shelby | 20,100 |
| Somerset | Pulaski | 44,400 |
| St. Matthews | Jefferson | 890,000* |
| Stanford | Lincoln | 18,400 |
| Stanton | Powell | 8,600 |
| Tompkinsville | Monroe | 12,400 |
| Vanceburg | Lewis | 12,800 |
| Vancleve | Breathitt | 16,600 |
| Versailles | Woodford | 17,900 |
| West Liberty | Morgan | 11,400 |
| Whitesburg | Letcher | 29,600 |
| Whitley City | McCreary | 15,100 |
| Williamsburg | Whitley | 31,100 |
| Winchester | Clark | 27,600 |

**Louisiana**

| | | |
|---|---|---|
| Abbeville | Vermillion | 44,900 |
| Alexandria | Rapides | 139,100* |
| Amite | Tangipahoa | 73,500 |
| Bastrop | Morehouse | 33,100 |
| Baton Rouge | Baton Rouge | 431,200* |
| Bayou Vista | St. Mary | 61,500 |
| Bogalusa | Washington | 42,500 |
| Columbia | Caldwell | 10,400 |
| Covington | St. Tammany | 84,300 |
| Crowley | Acadia | 53,700 |
| Denham Springs | Livingston | 46,700 |
| De Ridder | Beauregard | 27,500 |
| Donaldsonville | Ascension | 42,000 |
| Eunice | St Landry | 82,300 |
| Farmerville | Union | 19,600 |
| Ferriday | Concordia | 20,200 |
| Franklin | St Mary | 61,500 |
| Franklinton | Washington | 42,300 |
| Garyville | St John Baptist | 26,600 |
| Golden Meadow | Lafourche | 76,600 |
| Gonzales | Ascension | 42,000 |
| Grambling | Lincoln | 37,600 |
| Gretna | Jefferson | 427,400 |
| Hammond | Tangipahoa | 73,500 |
| Haynesville | Claiborne | 15,800 |
| Houma | Terrabonne | 88,100 |
| Jena | La Salle | 15,000 |
| Jennings | Jefferson Davis | 30,400 |
| Jonesboro | Jackson | 16,500 |
| La Place | St John Baptist | 26,600 |
| Lafayette | Lafayette | 131,800 |
| Lake Charles | Calcasieu | 155,900 |
| Lake Providence | East Carroll | 11,500 |
| Leesville | Vernon | 42,600 |
| Mansfield | De Soto | 23,800 |
| Many | Sabine | 19,600 |
| Marksville | Avoyelles | 38,200 |
| Minden | Webster | 41,100 |
| Monroe | Ouachita | 131,100 |
| Morgan City | St Mary | 61,500 |
| Natchitoches | Natchitoches | 35,900 |
| New Iberia | Iberia | 65,100 |
| New Orleans | Orleans | 1,132,300* |
| New Roads | Pointe Coupee | 21,400 |
| Oak Grove | West Carroll | 12,300 |
| Oakdale | Allen | 19,500 |
| Opelousas | St Landry | 82,300 |
| Pineville | Rapides | 139,100* |
| Port Sulphur | Plaquemines | 26,400 |
| Rayville | Richland | 22,100 |
| Ruston | Lincoln | 37,600 |
| Shreveport | Caddo | 359,000* |
| Slidell | Ct Tammany | 84,300 |
| Springhill | Webster | 41,100 |
| Sulphur | Calcasieu | 155,900 |
| Tallulah | Madison | 14,000 |
| Thibodaux | Laourche | 76,600 |
| Ville Platte | Evangeline | 32,900 |
| Vivian | Caddo | 359,000* |
| West Monroe | Ouachita | 131,100 |
| White Castle | Iberville | 30,400 |
| Winnfield | Winn | 15,700 |
| Winnsboro | Franklin | 22,700 |

**Maine**

| | | |
|---|---|---|
| Auburn | Androscoggin | 96,700 |
| Augusta | Kennebec | 104,600 |
| Bangor | Penobscot | 139,200 |
| Bath | Sagadahoc | 26,400 |
| Belfast | Waldo | 28,500 |
| Biddeford | York | 124,200 |
| Brewer | Penobscot | 139,200 |
| Brunswick | Cumberland | 206,700 |
| Calais | Washington | 34,900 |
| Caribou | Aroostoock | 99,700 |
| Dover | Piscataquis | 16,800 |
| Ellsworth | Hancock | 40,500 |
| Farmington | Franklin | 25,600 |
| Ft. Kent | Aroostoock | 99,700 |
| Gardiner | Kennebec | 104,600 |
| Gorham | Cumberland | 233,100* |
| Houlton | Aroostoock | 99,700 |
| Lewiston | Androscoggin | 96,700 |
| Lincoln | Penobscot | 139,200 |
| Machias | Washington | 34,900 |
| Madawaska | Aroostoock | 99,700 |
| Millinocket | Penobscot | 139,200 |
| Norway | Oxford | 45,400 |
| Orono | Penobscot | 139,200 |
| Portland | Cumberland | 233,100 |
| Presque Isle | Aroostoock | 99,700 |
| Rockland | Knox | 32,900 |
| Rumford | Oxford . | 45,400 |
| Sanford | York | 124,200 |
| Scarborough | Cumberland | 233,100 |
| Skowhegan | Somerset | 45,000 |
| South Paris | Oxford | 45,400 |
| Springvale | York | 124,200 |
| Waterville | Kennebec | 104,600 |
| Westbrook | Cumberland | 233,100* |

**Maryland**

| | | |
|---|---|---|
| Aberdeen | Harford | 145,900 |
| Annapolis | Anne Arundel | 358,800 |
| Arnold | Anne Arundel | 358,000 |
| Baltimore | Baltimore | 2,160,200* |
| Bel Air | Harford | 145,900 |
| Bethesda | Montgomery | 584,000 |

| | | |
|---|---|---|
| Braddock Heights | Frederick | 105,200 |
| Brunswick | Frederick | 105,200 |
| Cambridge | Dorchester | 30,300 |
| Catonsville | Baltimore | 2,160,200* |
| Chestertown | Kent | 16,400 |
| Cumberland | Allegany | 81,800 |
| Easton | Talbot | 26,300 |
| Elkton | Cecil | 57,600 |
| Emmitsburg | Frederick | 105,200 |
| Frederick | Frederick | 105,200 |
| Frostburg | Allegany | 81,800 |
| Glen Burnie | Anne Arundel | 358,800 |
| Hagerstown | Washington | 112,800 |
| Halfway | Washington | 112,800 |
| Havre De Grace | Harford | 145,900 |
| La Plata | Charles | 66,400 |
| Laurel | Prince Georges | 672,800 |
| Leonardtown | St Marys | 53,900 |
| Lexington Park | St Marys | 53,900 |
| Morningside | Washington | 112,800 |
| Oakland | Garrett | 25,900 |
| Ocean City | Worcester | 27,100 |
| Pocomoke City | Worcester | 27,100 |
| Potomac | Montgomery | 584,000 |
| Prince Frederick | Calvert | 28,500 |
| Princess Anne | Somerset | 20,000 |
| Rockville | Montgomery | 584,000 |
| Salisbury | Wicomico | 61,800 |
| Silver Spring | Montgomery | 584,000 |
| Takoma Park | Washington | 112,800 |
| Thurmont | Frederick | 105,200 |
| Towson | Baltimore | 2,160,200* |
| Westminster | Carrol | 87,500 |
| Wheaton | Montgomery | 584,000 |
| Williamsport | Washington | 112,800 |
| Worton | Kent | 16,400 |

**Massachusetts**

| | | |
|---|---|---|
| Acton | Middlesex | 1,401,000 |
| Amherst | Hampshire | 136,100 |
| Andover | Essex | 626,000 |
| Attleboro | Bristol | 437,800 |
| Barnstable | Barnstable | 146,000 |
| Beverly | Essex | 626,000 |
| Boston | Suffolk | 3,943,600* |
| Boxford | Essex | 626,000 |
| Bridgewater | Plymouth | 402,700 |
| Brockton | Plymouth | 402,700 |
| Brookline | Suffolk | 3,943,600* |
| Cambridge | Suffolk | 3,943,600* |
| Charlton | Worcester | 648,500 |
| Chicopee | Hampden | 603,500* |
| Concord | Middlesex | 1,401,000 |
| Leominster | Worcester | 648,500 |
| Dudley | Worcester | 648,500 |
| East Longmeadow | Hampden | 603,500* |
| Easton | Bristol | 473,800 |
| Fall River | Bristol | 473,800 |
| Falmouth | Barnstable | 146,000 |
| Fitchburg | Worcester | 648,500 |
| Framingham | Middlesex | 1,401,000 |
| Franklin | Norfolk | 627,900 |
| Gardner | Worcester | 648,500 |
| Gloucester | Essex | 626,000 |
| Great Barrington | Berkshire | 148,400 |
| Greenfield | Franklin | 66,700 |
| Haverhill | Essex | 626,000 |
| Holliston | Middlesex | 1,401,000 |
| Holyoke | Hampden | 603,500* |
| Hyannis | Barnstable | 146,000 |
| Lawrence | Essex | 626,000 |
| Leominster | Worcester | 648,500 |
| Lowell | Middlesex | 1,401,000 |
| Lynn | Essex | 626,000 |
| Marlboro | Middlesex | 1,401,000 |
| Marshfield | Plymouth | 402,700 |
| Maynard | Middlesex | 1,401,000 |
| Medford | Suffolk | 3,943,600* |
| Milford | Worcester | 648,500 |
| Milton | Suffolk | 3,943,600* |
| Natick | Middlesex | 1,401,000 |
| New Bedford | Bristol | 473,800 |
| Newbury | Essex | 626,000 |
| Newburyport | Essex | 626,000 |
| Newton | Suffolk | 3,943,600* |
| North Adams | Berkshire | 148,400 |
| North Andover | Essex | 626,000 |
| North Dartmouth | Bristol | 473,800 |
| Northampton | Hampshire | 136,100 |
| Orange | Franklin | 66,700 |
| Orleans | Barnstable | 146,000 |
| Pittsfield | Berkshire | 148,400 |
| Plymouth | Plymouth | 402,700 |
| Quincy | Suffolk | 3,943,600* |
| Rockland | Plymouth | 402,700 |
| Salem | Essex | 626,000 |
| Sandwich | Barnstable | 146,000 |
| Sheffield | Berkshire | 148,400 |
| South Hadley | Hampshire | 136,100 |
| Southbridge | Worcester | 648,500 |
| Springfield | Hampden | 603,500* |
| Stockbridge | Berkshire | 148,400 |
| Sudbury | Middlesex | 1,401,000 |
| Taunton | Bristol | 473,800 |
| Walpole | Norfolk | 627,900 |
| Waltham | Suffolk | 3,943,600* |
| Ware | Hampshire | 136,100 |
| Wellesley | Suffolk | 3,943,600* |
| West Springfield | Hampden | 603,500* |
| West Yarmouth | Barnstable | 146,000 |
| West Barnstable | Barnstable | 146,000 |
| Westfield | Hampden | 603,500* |
| Weston | Suffolk | 3,393,600* |
| Williamstown | Berkshire | 148,400 |
| Winchester | Middlesex | 1,401,000 |
| Worcester | Worcester | 648,500 |

**Michigan**

| | | |
|---|---|---|
| Adrian | Lenawee | 89,200 |
| Albion | Calhoun | 182,600* |
| Allendale | Ottawa | 146,600 |
| Alma | Gratiot | 40,200 |
| Alpena | Alpena | 35,000 |
| Ann Arbor | Washtenaw | 262,400 |
| Auburn Heights | Oakland | 980,200 |
| Bad Axe | Huron | 36,300 |
| Battle Creek | Calhoun | 182,600* |
| Bay City | Bay | 120,300 |
| Benton Harbor | Berrien | 173,800 |
| Berrien Springs | Berrien | 173,800 |
| Big Rapids | Mecosta | 37,500 |
| Birmigham | Oakland | 980,200 |
| Bloomfield Hills | Oakland | 980,200 |
| Boyne City | Charlevoix | 19,700 |
| Cadillac | Wexford | 23,200 |
| Caro | Tuscola | 57,500 |
| Charlevoix | Charlevoix | 19,700 |
| Charlotte | Eaton | 76,500 |
| Cheboygan | Cheboygan | 20,000 |
| Clare | Clare | 23,900 |
| Coldwater | Branch | 38,000 |
| Dearborn | Wayne | 2,440,400 |
| Detroit | Wayne | 2,440,400 |
| Dowagiac | Cass | 46,800 |
| Drayton Plains | Oakland | 980,200 |
| East Lansing | Ingham | 455,600* |
| Elsie | Clinton | 54,600 |
| Escanaba | Delta | 42,500 |
| Flint | Genesee | 522,000* |
| Fremont | Newaygo | 32,900 |
| Garden City | Wayne | 4,387,900* |
| Gaylord | Ostego | 14,300 |
| Gladwin | Gladwin | 17,500 |
| Grand Haven | Ottawa | 146,600 |
| Grand Rapids | Kent | 576,900* |
| Grayling | Crawford | 8,600 |
| Greenville | Montcalm | 48,100 |
| Hancock | Houghton | 37,300 |
| Harrison | Clare | 23,900 |
| Hastings | Barry | 42,900 |
| Highland Park | Wayne | 4,387,900* |
| Hillsdale | Hillsdale | 42,200 |
| Holland | Ottawa | 146,600 |
| Houghton | Houghton | 37,300 |
| Houghton Lake | Roscommon | 16,400 |
| Howell | Livingston | 87,900 |
| Inkster | Wayne | 4,387,900* |
| Iterlochen | Grand Traverse | 48,400 |
| Ionia | Ionia | 50,900 |
| Iron Mountain | Dickinson | 26,500 |
| Iron River | Iron | 14,500 |
| Ironwood | Gogebic | 17,500 |
| Ishpeming | Marquette | 71,900 |
| Jackson | Jackson | 149,300 |
| Kalamazoo | Kalamazoo | 269,600* |
| Kentwood | Kent | 576,900* |
| Lansing | Ingham | 455,600* |
| Lapeer | Lapeer | 64,600 |
| Ludington | Mason | 25,000 |
| Manistee | Manistee | 22,800 |
| Manistique | Schoolcraft | 8,800 |
| Marine City | St. Clair | 134,800 |
| Marquette | Marquette | 71,900 |
| Marshall | Calhoun | 182,600* |
| Mason | Ingham | 455,600* |
| Menominee | Menominee | 26,500 |
| Midland | Midland | 69,800 |
| Monroe | Monroe | 130,400 |
| Mount Clemens | Macomb | 680,000 |
| Mount Pleasant | Isabella | 55,900 |
| Munising | Alger | 8,900 |
| Muskegon | Muskegon | 181,500* |
| Muskegon Heights | Muskegon | 181,500* |
| Newberry | Luce | 7,400 |
| Niles | Berrien | 173,800 |
| Novi | Oakland | 980,200 |
| Oak Park | Wayne | 4,387,900* |
| Olivet | Eaton | 78,500 |
| Orchard Lake | Oakland | 980,200 |
| Otsego | Allegan | 74,000 |
| Owosso | Shiawassee | 72,400 |
| Petoskey | Emmett | 22,500 |
| Plymouth | Wayne | 4,387,900* |
| Pontiac | Oakland | 980,200 |
| Port Huron | St Clair | 134,800 |
| Portage | Kalamazoo | 296,600* |
| Rockford | Kent | 576,900* |
| Rogers City | Presque Isle | 14,500 |
| Royal Oak | Oakland | 980,200 |
| Saginaw | Saginaw | 229,600 |
| Saline | Washtenaw | 262,400 |
| Sandusky | Sanilac | 40,000 |
| Sault St. Marie | Chippewa | 39,300 |
| South Haven | Van Buren | 64,800 |
| Southfield | Oakland | 980,200 |
| Spring Arbor | Jackson | 149,300 |
| St. Ignace | Mackinac | 11,000 |
| St Joseph | Berrien | 173,800 |
| St. Johns | Clinton | 54,600 |
| Sturgis | St. Joseph | 53,200 |
| Tawas City | Iosco | 30,100 |
| Three Rivers | St. Joseph | 53,200 |
| Traverse City | Grand Traverse | 48,400 |
| Warren | Macomb | 680,000 |
| West Branch | Ogemaw | 16,000 |
| Whitehall | Muskegon | 181,500* |
| Wyoming | Kent | 576,900* |
| Ypsilanti | Washtenaw | 262,400 |
| Zeeland | Ottawa | 14,600 |

**Minnesota**

| | | |
|---|---|---|
| Aitkin | Aitkin | 13,200 |
| Albany | Stearns | 159,700* |
| Albert Lea | Freeborn | 35,900 |
| Alexandria | Douglas | 26,100 |
| Anoka | Anoka | 200,900 |
| Austin | Mower | 41,300 |
| Bemidji | Beltrami | 31,800 |
| Benson | Swift | 13,000 |
| Blue Earth | Faribault | 20,200 |
| Brainerd | Crow Wing | 42,800 |
| Breckenridge | Wilkin | 8,600 |
| Buffalo | Wright | 49,400 |
| Cambridge | Isanti | 23,300 |
| Cloquet | Carlton | 28,900 |
| Collegeville | Stearns | 159,700* |
| Crookston | Polk | 35,700 |
| Detroit Lakes | Becker | 29,200 |
| Duluth | St. Louis | 262,500* |
| East Grand Forks | Polk | 35,700 |
| Ely | St. Louis | 262,500* |
| Eveleth | St. Louis | 262,500* |
| Fairmont | Martin | 25,900 |
| Faribault | Rice | 43,800 |
| Fergus Falls | Otter Tail | 51,300 |
| Forest Lake | Washington | 114,400 |
| Fosston | Polk | 35,700 |
| Golden Valley | Hennepin | 2,048,000* |
| Grand Rapids | Itasca | 42,800 |
| Hastings | Dakota | 183,800 |
| Hibbing | St. Louis | 262,500* |
| Hutchinson | McLeod | 29,600 |
| International Falls | Koochiching | 18,100 |
| Litchfield | Meeker | 20,800 |
| Little Falls | Morrison | 28,900 |
| Long Prairie | Todd | 25,000 |
| Luverne | Rock | 11,200 |
| Mankato | Blue Earth | 51,300 |
| Maplewood | Ramsey | 2,048,000* |
| Marshall | Lyon | 24,200 |
| Minneapolis | Hennepin | 2,048,000* |
| Montevideo | Chippewa | 15,000 |
| Moorhead | Clay | 48,300 |
| Morris | Stevens | 10,900 |
| New Prague | Le Sueur | 22,300 |
| New Ulm | Brown | 30,200 |
| Northfield | Rice | 43,800 |
| Ortonville | Big Stone | 8,000 |
| Owatonna | Steele | 29,300 |
| Park Rapids | Hubbard | 13,500 |
| Pequot Lakes | Crow Wing | 42,800 |
| Pine City | Pine | 19,800 |

| | | |
|---|---|---|
| Pipestone | Pipestone | 12,300 |
| Preston | Fillmore | 22,000 |
| Princeton | Mille Lacs | 18,900 |
| Red Wing | Goodhue | 40,500 |
| Redwood Falls | Redwood | 19,100 |
| Richfield | Hennepin | 2,048,600* |
| Rochester | Olmsted | 92,500 |
| Roseau | Roseau | 12,200 |
| Rushford | Fillmore | 22,000 |
| Sauk Centre | Stearns | 159,700* |
| Sauk Rapids | Benton | 22,700 |
| Shakopee | Scott | 44,800 |
| St. Cloud | Stearns | 159,700 |
| St. Louis Park | Hennepin | 2,048,600* |
| St. Paul | Ramsey | 2,048,600* |
| St. Peter | Nicollet | 24,500 |
| Stillwater | Washington | 114,400 |
| Thief River Falls | Pennington | 15,000 |
| Virginia | St. Louis | 262,500* |
| Wabasha | Wabasha | 18,600 |
| Wadena | Wadena | 14,100 |
| Walker | Cass | 22,200 |
| Waseca | Waseca | 17,300 |
| Willmar | Kandiyohi | 34,800 |
| Windom | Cottonwood | 15,400 |
| Winona | Winona | 45,700 |
| Worthington | Nobles | 22,300 |

**Mississippi**

| | | |
|---|---|---|
| Aberdeen | Monroe | 34,600 |
| Amory | Monroe | 34,600 |
| Batesville | Panola | 28,000 |
| Bay Springs | Jasper | 16,500 |
| Bay St. Louis | Hancock | 19,500 |
| Belzoni | Humphreys | 13,700 |
| Biloxi | Harrison | 176,800* |
| Booneville | Prentiss | 21,400 |
| Brandon | Rankin | 62,900 |
| Brookhaven | Lincoln | 26,600 |
| Calhoun City | Calhoun | 15,800 |
| Canton | Madison | 34,800 |
| Carthage | Leake | 18,200 |
| Centreville | Wilkinson | 9,000 |
| Clarksdale | Coahoma | 38,400 |
| Cleveland | Bolivar | 47,000 |
| Clinton | Hinds | 299,900 |
| Coldwater | Tate | 20,300 |
| Collins | Covington | 14,800 |
| Columbia | Marion | 24,500 |
| Columbus | Lowndes | 54,700 |
| Corinth | Alcorn | 29,700 |
| Drew | Sunflower | 34,000 |
| Ellisville | Jones | 60,900 |
| Eupora | Webster | 10,300 |
| Forest | Scott | 22,200 |
| Fulton | Itawamba | 18,500 |
| Greenville | Washington | 71,700 |
| Greenwood | Leflore | 40,400 |
| Grenada | Grenada | 20,500 |
| Gulfport | Harrison | 176,800* |
| Hattiesburg | Forrest | 63,900 |
| Hazelhurst | Copiah | 25,100 |
| Holly Springs | Marshall | 28,300 |
| Houston | Chickasaw | 17,700 |
| Indianola | Sunflower | 34,000 |
| Iuka | Tishomingo | 15,800 |
| Jackson | Hinds | 299,900* |
| Kosciusko | Attala | 18,700 |
| Laurel | Jones | 60,900 |
| Leland | Washington | 71,700 |
| Lexington | Holmes | 23,200 |
| Louisville | Winston | 20,900 |
| Lucedale | George | 14,100 |
| Magee | Simpson | 20,900 |
| Marks | Quitman | 13,700 |
| McComb | Pike | 34,900 |
| Meridian | Lauderdale | 73,300 |
| Monticello | Lawrence | 12,300 |
| Natchez | Adams | 39,800 |
| New Albany | Union | 20,600 |
| Newton | Newton | 20,500 |
| Ocean Springs | Jackson | 111,700 |
| Oxford | Lafayette | 27,700 |
| Pascagoula | Jackson | 111,700 |
| Philadelphia | Neshoba | 21,600 |
| Picayune | Pearl River | 27,800 |
| Pontotoc | Pontotoc | 20,900 |
| Poplarville | Pearl River | 27,800 |
| Port Gibson | Clairborne | 11,100 |
| Prentiss | Jefferson Davis | 12,600 |
| Quitman | Clarke | 15,700 |
| Ripley | Tippah | 18,100 |
| Senatobia | Tate | 20,300 |
| Starkville | Oktibbeha | 34,500 |
| Tupelo | Lee | 54,700 |
| Tylertown | Walthall | 12,900 |
| Vicksburg | Warren | 49,800 |
| Water Valley | Yalobusha | 12,000 |
| Waynesboro | Wayne | 17,500 |
| Wesson | Copiah | 25,100 |
| West Point | Clay | 19,700 |
| Wiggins | Stone | 8,500 |
| Winona | Montgomery | 13,700 |
| Yazoo City | Yazoo | 28,100 |

**Missouri**

| | | |
|---|---|---|
| Aurora | Lawrence | 27,700 |
| Ava | Douglas | 11,800 |
| Ballwin | St. Louis. | 2,341,700* |
| Bethany | Harrison | 9,800 |
| Bolivar | Polk | 18,800 |
| Boonville | Cooper | 14,600 |
| Bowling Green | Pike | 17,200 |
| Branson | Taney | 18,300 |
| Brookfield | Linn | 15,000 |
| Buffalo | Dallas | 12,700 |
| Butler | Bates | 15,900 |
| Cabool | Texas | 21,600 |
| Cameron | Clinton | 14,400 |
| Canton | Lewis | 10,600 |
| Cape Girardeau | Cape Girardeau | 53,600 |
| Carrollton | Carroll | 12,000 |
| Carthage | Jasper | 83,900 |
| Caruthersville | Pemiscot | 23,600 |
| Charleston | Mississippi | 15,900 |
| Chillicothe | Livingston | 15,400 |
| Clayton | St. Louis | 2,341,700* |
| Clinton | Henry | 19,100 |
| Columbia | Boone | 90,600 |
| Crestwood | St. Louis | 2,341,700* |
| Cuba | Crawford | 16,400 |
| De Soto | Jefferson | 126,800 |
| Dexter | Stoddard | 27,300 |
| Doniphan | Ripley | 12,900 |
| East Prairie | Mississippi | 15,900 |
| Eldon | Miller | 16,700 |
| El Dorado Springs | Cedar | 10,600 |
| Excelsior Springs | Clay | 136,400 |
| Farmington | St. Francois | 39,000 |
| Ferguson | St. Louis | 2,341,700* |
| Festus | Jefferson | 126,800 |
| Flat River | St. Francois | 39,000 |
| Florissant | St. Louis | 2,341,700* |
| Fredericktown | Madison | 9,000 |
| Fulton | Callaway | 27,700 |
| Greenfield | Dade | 7,500 |
| Hannibal | Marion | 27,500 |
| Harrisonville | Cass | 49,900 |
| Houston | Texas | 21,600 |
| Independence | Jackson | 1,229,100* |
| Ironton | Iron | 10,300 |
| Jackson | Cape Girardeau | 53,600 |
| Jefferson City | Cole | 52,900 |
| Joplin | Jasper | 83,900 |
| Kansas City | Jackson | 1,299,100* |
| Kennett | Dunkin | 37,500 |
| Kirksville | Adair | 24,100 |
| Lebanon | Laclede | 21,700 |
| Lexington | Lafayette | 29,200 |
| Liberty | Clay | 136,200 |
| Macon | Macon | 16,100 |
| Malden | Dunklin | 37 500 |
| Mansfield | Wright | 15,200 |
| Marshall | Saline | 23,800 |
| Marshfield | Webster | 19,900 |
| Maryville | Nodaway | 20,400 |
| Mexico | Audrain | 25,100 |
| Moberly | Randolph | 25,100 |
| Monett | Barry | 21,900 |
| Montgomery City | Montgomery | 11,700 |
| Mountain Grove | Wright | 15,200 |
| Neosho | Newton | 35,700 |
| Nevada | Vernon | 20,800 |
| Osage Beach | Camden | 16,600 |
| Overland | St. Louis | 2,341,700* |
| Parkville | Jackson | 1,299,100* |
| Piedmont | Wayne | 10,800 |
| Point Lookout | Taney | 18,300 |
| Poplar Bluff | Butler | 38,000 |
| Portageville | New Madrid | 24,500 |
| Potosi | Washington | 16,500 |
| Rolla | Phelps | 30,900 |
| Salem | Dent | 13,700 |
| Sedalia | Pettis | 35,400 |
| Sikeston | Scott | 36,000 |
| Springfield | Greene | 194,500* |
| St. Charles | St. Charles | 120,400 |
| Ste. Genevieve | Ste. Genevieve | 13,900 |
| St. Joseph | Buchanan | 100,000* |
| St. Louis | St. Louis | 2,341,700* |
| Southwest City | McDonald | 16,700 |
| Sullivan | Franklin | 65,500 |
| Tarkio | Atchison | 9,100 |
| Thayer | Oregon | 10,300 |
| Trenton | Grundy | 10,800 |
| Union | Franklin | 65,500 |
| Warrensburg | Johnson | 34,400 |
| Warrenton | Warren | 13,100 |
| Waynesville | Pulaski | 33,300 |
| West Plains | Howell | 27,800 |
| Willow Springs | Howell | 27,800 |

**Montana**

| | | |
|---|---|---|
| Anaconda | Powell | 7,700 |
| Baker | Fallon | 3,900 |
| Belgrade | Gallatin | 40,100 |
| Billings | Yellowstone | 101,800 |
| Bozeman | Gallatin | 40,100 |
| Butte | Silver Bow | 41,800 |
| Deer Lodge | Powell | 7,700 |
| Dillon | Beaverhead | 8,400 |
| Forsyth | Rosebud | 9,700 |
| Glasgow | Valley | 13,900 |
| Glendive | Dawson | 11,000 |
| Great Falls | Cascade | 85,100 |
| Hamilton | Ravalli | 19,500 |
| Hardin | Big Horn | 11,500 |
| Havre | Hill | 18,300 |
| Helena | Lewis & Clark | 39,500 |
| Kalispell | Flathead | 47,200 |
| Lewistown | Fergus | 13,000 |
| Libby | Lincoln | 14,800 |
| Livingston | Park | 13,200 |
| Miles City | Custer | 13,800 |
| Missoula | Missoula | 68,800 |
| Plentywood | Sheridan | 5,200 |
| Polson | Lake | 19,000 |
| Red Lodge | Carbon | 8,500 |
| Scobey | Daniels | 2,900 |
| Shelby | Toole | 5,200 |
| Sidney | Richland | 10,600 |
| West Yellowstone | Gallatin | 40,100 |
| Wolf Point | Roosevelt | 9,900 |

**Nebraska**

| | | |
|---|---|---|
| Ainsworth | Brown | 4,300 |
| Allinace | Box Butte | 11,300 |
| Aurora | Hamilton | 8,600 |
| Beatrice | Gage | 22,900 |
| Blair | Washington | 15,100 |
| Broken Bow | Custer | 14,200 |
| Chadron | Dawes | 8,900 |
| Columbus | Platte | 29,100 |
| Cozad | Dawson | 21,500 |
| Crete | Saline | 13,100 |
| Crookston | Cherry | 7,000 |
| Fairbury | Jefferson | 9,800 |
| Falls City | Richardson | 11,000 |
| Fremont | Dodge | 36,900 |
| Grand Island | Hall | 48,000 |
| Hastings | Adams | 29,600 |
| Holdrege | Phelps | 10,500 |
| Kearney | Buffalo | 33,900 |
| Kimball | Kimball | 5,400 |
| Lexington | Dawson | 21,500 |
| Lincoln | Lancaster | 189,400 |
| McCook | Red Willow | 13,000 |
| Nebraska City | Otoe | 15,000 |
| Norfolk | Madison | 30,700 |
| North Platte | Lincoln | 35,600 |
| O'Neill | Holt | 13,100 |
| Ogallala | Keith | 9,600 |
| Omaha | Douglas | 421,500 |
| Ord | Valley | 5,300 |
| Plattsmouth | Cass | 20,300 |
| Scottsbluff | Scotts Bluff | 37,900 |
| Seward | Seward | 15,100 |
| Sidney | Cheyenne | 9,700 |
| Superior | Nuckolls | 6,900 |
| Terrytown | Scotts Bluff | 37,900 |
| Valentine | Cherry | 7,000 |
| Wayne | Wayne | 9,400 |
| York | York | 14,600 |

**Nevada**

| | | |
|---|---|---|
| Battle Mountain | Lander | 3,400 |
| Carson City | Carson City | 31,500 |
| Elko | Elko | 15,700 |
| Ely | White Pine | 10,200 |
| Fallon | Churchill | 12,000 |
| Henderson | Clark | 381,800 |

| | | |
|---|---|---|
| Las Vegas | Clark | 381,800 |
| Reno | Washoe | 156,000 |
| Sparks | Washoe | 156,000 |
| Winnemucca | Humboldt | 7,200 |

**New Hampshire**

| | | |
|---|---|---|
| Berlin | Coos | 34,500 |
| Claremont | Sullivan | 33,900 |
| Concord | Merrimack | 89,400 |
| Conway | Carroll | 24,400 |
| Dover | Strafford | 81,500 |
| Durham | Strafford | 81,500 |
| Exeter | Rockingham | 173,500 |
| Franklin | Merrimac | 89,400 |
| Hanover | Grafton | 62,000 |
| Henniker | Merrimack | 89,400 |
| Keene | Chesire | 58,300 |
| Laconia | Belknap | 39,200 |
| Littleton | Grafton | 62,000 |
| Manchester | Hillsboro | 251,400 |
| Mt. Washington | Coos | 34,500 |
| Nashua | Hillsboro | 251,400 |
| Newport | Sullivan | 33,900 |
| Peterborough | Hillsboro | 251,400 |
| Plymouth | Grafton | 62,000 |
| Portsmouth | Rockingham | 173,500 |
| Rochester | Strafford | 81,500 |
| Salem | Rockingham | 173,500 |
| Wolfeboro | Carroll | 24,400 |

**New Jersey**

| | | |
|---|---|---|
| Asbury Park | Monmouth | 495,400 |
| Atlantic City | Atlantic | 192,700 |
| Avalon | Cape May | 76,700 |
| Blairstown | Warren | 82,000 |
| Bricktown | Ocean | 328,000 |
| Bridgeton | Cumberland | 136,000 |
| Camden | Camden | 481,000 |
| Canton | Salem | 64,000 |
| Cape May | Cape May | 76,700 |
| Cherry Hill | Camden | 481,000 |
| Dover | Morriss | 397,600 |
| East Orange | Essex | 1,972,800* |
| Eatontown | Monmouth | 495,400 |
| Egg Harbor | Atlantic | 192,700 |
| Elizabeth | Union | 507,400 |
| Flemington | Hunterdon | 82,000 |
| Franklin | Sussex | 107,900 |
| Franklin Lakes | Bergen | 857,700 |
| Glassboro | Gloucester | 193,200 |
| Hackensack | Bergen | 857,700 |
| Hackettstown | Warren | 82,000 |
| Hammonton | Atlantic | 192,700 |
| Hanover | Morriss | 397,600 |
| Highland Park | Middlesex | 588,100 |
| Lakewood | Ocean | 328,100 |
| Lawrence Township | Mercer | 321,200 |
| Lincroft | Monmouth | 495,400 |
| Long Branch | Monmouth | 495,400 |
| Millville | Cumberland | 136,000 |
| Morristown | Morriss | 397,600 |
| Mount Holly | Burlington | 358,700 |
| New Brunswick | Middlesex | 588,100 |
| Newark | Essex | 1,972,800* |
| Newton | Sussex | 107,900 |
| Ocean City | Cape May | 76,700 |
| Parsippany | Morriss | 397,600 |
| Paterson | Passaic | 443,400 |
| Piscataway | Middlesex | 588,100 |
| Plainfield | Union | 507,400 |
| Pleasantville | Atlantic | 192,700 |
| Point Pleasant | Ocean | 328,100 |
| Pompton Lakes | Passaic | 443,100 |
| Princeton | Mercer | 321,200 |
| Princeton Junction | Mercer | 321,200 |
| Salem | Salem | 64,000 |
| Ship Bottom | Ocean | 328,100 |
| Somerville | Somerset | 208,800 |
| South Orange | Essex | 1,972,800* |
| Stirling | Morriss | 397,600 |
| Teaneck | Bergen | 857,700 |
| Toms River | Ocean | 328,100 |
| Trenton | Mercer | 321,200 |
| Upper Montclair | Essex | 1,972,800* |
| Vineland | Cumberland | 136,000 |
| Washington | Warren | 82,000 |
| West Long Branch | Monmouth | 495,400 |
| Wildwood | Cape May | 76,700 |
| Zarepath | Somerset | 208,800 |

**New Mexico**

| | | |
|---|---|---|
| Alamogordo | Otero | 43,800 |
| Albuquerque | Bernalillo | 403,600* |
| Artesia | Eddy | 44,200 |
| Aztec | San Juan | 70,500 |
| Bayard | Grant | 26,100 |
| Belen | Valencia | 50,600 |
| Carlsbad | Eddy | 44,200 |
| Clayton | Union | 4,800 |
| Clovis | Curry | 44,500 |
| Deming | Luna | 14,700 |
| Espanola | Rio Arriba | 27,800 |
| Farmington | San Juan | 70,500 |
| Gallup | McKinley | 59,000 |
| Grants | Valencia | 50,600 |
| Hobbs | Lea | 56,000 |
| Humble City | Lea | 56,000 |
| Las Cruces | Dona Anna | 56,000 |
| Las Vegas | San Miguel | 23,900 |
| Los Alamos | Los Alamos | 16,900 |
| Lovington | Lea | 56,000 |
| Mesilla Park | Dona Anna | 86,000 |
| Portales | Roosevelt | 16,000 |
| Ramah | McKinley | 59,000 |
| Raton | Colfax | 13,200 |
| Roswell | Chaves | 51,100 |
| Ruidoso | Lincoln | 10,100 |
| Santa Fe | Santa Fe | 65,500 |
| Santa Rosa | Guadalupe | 4,800 |
| Silver City | Grant | 26,100 |
| Socorro | Socorro | 9,900 |
| Taos | Taos | 20,300 |
| Truth or Consequences | Sierra | 9,400 |
| Tucumcari | Quay | 11,500 |
| Zuni | McKinley | 59,000 |

**New York**

| | | |
|---|---|---|
| Albany | Albany | 794,800* |
| Alfred | Allegany | 52,500 |
| Amherst | Erie | 1,313,500* |
| Amsterdam | Montgomery | 54,400 |
| Attica | Wyoming | 38,700 |
| Auburn | Cayuga | 77,600 |
| Babylon | Suffolk | 2,692,700* |
| Baldwinsville | Onondaga | 656,800* |
| Batavia | Genesee | 62,100 |
| Bath | Steuben | 102,900 |
| Beacon | Dutchess | 240,500 |
| Binghamton | Broome | 307,300* |
| Boonville | Oneida | 329,800* |
| Brentwood | Suffolk | 2,692,700* |
| Brewster | Putnam | 72,800 |
| Briarcliff Manor | Westchester | 873,100 |
| Brockport | Monroe | 975,000* |
| Brookville | Jefferson | 93,800 |
| Buffalo | Erie | 1,313,500* |
| Canandaigua | Ontario | 88,600 |
| Canton | St. Lawrence | 119,400 |
| Catskill | Greene | 40,800 |
| Cazenovia | Madison | 65,700 |
| Central Square | Oswego | 113,400 |
| Cheektowaga | Erie | 1,313,500* |
| Cherry Valley | Otsego | 58,700 |
| Clinton | Oneida | 329,800* |
| Corning | Steuben | 102,900 |
| Cornwall | Orange | 251,000 |
| Cortland | Cortland | 48,800 |
| Dansville | Livingston | 59,200 |
| Depew | Erie | 1,313,500* |
| De Ruyter Township | Madison | 65,700 |
| Dix Hills | Suffolk | 2,692,700 |
| Dundee | Yates | 21,000 |
| Dunkirk | Chatauqua | 146,100 |
| East Syracuse | Onondaga | 656,800* |
| Ellenville | Ulster | 158,700 |
| Elmira | Chemung | 98,700 |
| Elmira Heights | Chemung | 98,700 |
| Endicott | Broome | 307,300* |
| Fredonia | Chautauqua | 98,700 |
| Freeport | Nassau | 2,692,700* |
| Fulton | Oswego | 113,400 |
| Garden City | Nassau | 2,692,700* |
| Geneseo | Livingston | 59,200 |
| Geneva | Ontario | 88,600 |
| Glens Falls | Warren | 53,400 |
| Gloversville | Fulton | 54,200 |
| Gouverneur | St. Lawrence | 119,400 |
| Greece | Monroe | 975,000* |
| Hamilton | Madison | 65,700 |
| Hammondsport | Steuben | 102,900 |
| Hampton Bays | Suffolk | 2,692,700* |
| Hempstead | Nassau | 2,692,700* |
| Henrietta | Monroe | 975,000* |
| Herkimer | Herkimer | 68,000 |
| Hornell | Steuben | 102,900 |
| Horseheads | Chemung | 98,700 |
| Houghton | Allegany | 52,500 |
| Hudson | Columbia | 55,400 |
| Huntington | Suffolk | 2,692,700* |
| Hyde Park | Dutchess | 240,500 |
| Islip | Suffolk | 2,692,700* |
| Ithaca | Tompkins | 88,500 |
| Jamestown | Chautauqua | 146,100 |
| Johnstown | Fulton | 54,200 |
| Kingston | Ulster | 158,700 |
| Lake Placid | Essex | 35,300 |
| Lake Ronkonkoma | Suffolk | 2,692,700* |
| Lake Success | Nassau | 2,692,700* |
| Lancaster | Erie | 1,313,500* |
| Liberty | Sullivan | 63,100 |
| Little Falls | Herkimer | 68,000 |
| Lockport | Niagra | 238,400 |
| Loudonville | Albany | 794,400* |
| Malone | Franklin | 44,600 |
| Manlius | Onondaga | 656,800* |
| Massena | St. Lawrence | 119,400 |
| Mechanicville | Saratoga | 147,400 |
| Middletown | Orange | 251,000 |
| Mineola | Nassau | 2,692,700* |
| Monticello | Sullivan | 63,100 |
| Montour Falls | Schuyler | 18,200 |
| Mt. Kisco | Westchester | 873,100 |
| New City | Rockland | 256,000 |
| New Rochelle | Westchester | 873,100 |
| New York | New York | 9,462,000* |
| Newark | Wayne | 83,700 |
| Newburgh | Orange | 251,000 |
| Niagara Falls | Niagra | 238,400 |
| North Syracuse | Onondaga | 656,800* |
| Norwich | Chenago | 49,000 |
| Ogdensburg | St. Lawrence | 119,400 |
| Olean | Cattaraugus | 86,300 |
| Oneida | Madison | 65,700 |
| Oneonta | Otsego | 58,700 |
| Ossining | Westchester | 873,100 |
| Oswego | Oswego | 113,400 |
| Patchogue | Suffolk | 2,692,700* |
| Paul Smith's | Franklin | 44,600 |
| Peekskill | Westchester | 873,100 |
| Plainview | Nassau | 2,692,700* |
| Plattsburgh | Clinton | 85,900 |
| Port Jervis | Orange | 251,000 |
| Potsdam | St. Lawrence | 119,400 |
| Poughkeepsie | Dutchess | 240,500 |
| Remsen | Oneida | 329,800* |
| Rensselaer | Rensselaer | 794,800* |
| Riverhead | Suffolk | 2,692,700* |
| Rochester | Monroe | 975,000* |
| Rome | Oneida | 329,800* |
| Sag Harbor | Suffolk | 2,692,700* |
| St. Bonaventure | Cattaraugus | 86,300 |
| Salamanca | Cattaraugus | 86,300 |
| Sandy Creek | Oswego | 113,400 |
| Saranac Lake | Franklin | 44,600 |
| Saratoga Springs | Saratoga | 147,700 |
| Schenectady | Schenectady | 794,800* |
| Seneca Falls | Seneca | 33,900 |
| Smithtown | Suffolk | 2,692,700* |
| Sodus | Wayne | 83,700 |
| South Bristol | Ontario | 88,600 |
| Southhampton | Suffolk | 2,692,700* |
| Spring Valley | Rockland | 256,000 |
| Stony Brook | Suffolk | 2,692,700* |
| Syosset | Nassau | 2,692,700* |
| Syracuse | Onondaga | 656,800* |
| Ticonderoga | Essex | 35,300 |
| Troy | Renesselaer | 794,800* |
| Utica | Oneida | 329,800* |
| Valhalla | Westchester | 873,100 |
| Walton | Delaware | 48,500 |
| Warsaw | Wyoming | 38,700 |
| Warwick | Orange | 251,000 |
| Watertown | Jefferson | 93,800 |
| Watkins Glen | Schuyler | 18,200 |
| Waverly | Tioga | 49,400 |
| Wellsville | Allegany | 52,500 |
| Wethersfield | Wyoming | 38,700 |
| White Plains | Westchester | 873,100 |

**North Carolina**

| | | |
|---|---|---|
| Ahoskie | Hertford | 24,000 |
| Albermarle | Stanly | 45,800 |
| Asheboro | Randolph | 82,600 |
| Asheville | Buncombe | 172,100* |
| Beaufort | Carteret | 37,500 |
| Belmont | Gaston | 605,800* |
| Benson | Johnston | 67,100 |
| Black Mountain | Buncombe | 172,100* |
| Boiling Springs | Cleveland | 79,200 |
| Boone | Watauga | 30,800 |

## County or Market Population

| | | |
|---|---|---|
| Brevard | Transylvania | 22,200 |
| Bridgeton | Craven | 70,700 |
| Bryson City | Swain | 10,200 |
| Buie's Creek | Harnett | 54,000 |
| Burgaw | Pender | 21,600 |
| Burlington | Alamance | 99,800 |
| Burnsville | Yancey | 14,400 |
| Canton | Haywood | 44,500 |
| Chadbourn | Columbus | 52,400 |
| Chapel Hill | Orange | 70,100 |
| Charlotte | Mecklenburg | 605,800* |
| Cherryville | Gaston | 605,800* |
| Clayton | Johnston | 67,100 |
| Clinton | Sampson | 49,900 |
| Concord | Cabarrus | 79,000 |
| Cullowhee | Jackson | 25,500 |
| Dallas | Gaston | 605,800* |
| Davidson | Mecklenburg | 605,800* |
| Dobson | Surry | 56,000 |
| Dunn | Harnett | 54,000 |
| Durham | Durham | 493,000* |
| Eden | Rockingham | 79,700 |
| Edenton | Chowan | 11,600 |
| Elizabeth City | Pasquotank | 29,400 |
| Elizabethtown | Bladen | 29,000 |
| Elkin | Surry | 56,000 |
| Elon | Alamance | 99,800 |
| Fair Bluff | Columbus | 52,400 |
| Fairmont | Robeson | 95,900 |
| Farmville | Pitt | 81,500 |
| Fayetteville | Cumberland | 235,500 |
| Forest City | Rutherford | 51,900 |
| Franklin | Macon | 19,500 |
| Fuquay Varina | Wake | 493,000* |
| Garner | Wake | 493,000* |
| Gastonia | Gaston | 605,800* |
| Goldsboro | Wayne | 90,800 |
| Graham | Alamance | 99,800 |
| Granite Falls | Caldwell | 61,200 |
| Greensboro | Guilford | 784,200* |
| Greenville | Pitt | 81,500 |
| Hamlet | Richmond | 41,100 |
| Havelock | Craven | 70,700 |
| Henderson | Vance | 33,300 |
| Hendersonville | Vance | 33,300 |
| Hickory | Catawba | 100,500 |
| High Point | Guilford | 784,200* |
| Jacksonville | Onslow | 108,900 |
| Kannapolis | Cabarrus | 79,000 |
| King | Stokes | 30,800 |
| Kings Mountain | Cleveland | 79,200 |
| Kinston | Lenoir | 61,900 |
| Laurinburg | Scotland | 29,200 |
| Lenoir | Caldwell | 61,200 |
| Lexington | Davidson | 104,500 |
| Lincolnton | Lincoln | 39,000 |
| Louisburg | Franklin | 28,900 |
| Lumberton | Robeson | 95,900 |
| Marion | McDowell | 33,600 |
| Mars Hill | Madison | 17,700 |
| Marshall | Madison | 17,700 |
| Mayodan | Rockingham | 79,700 |
| Mebane | Alamance | 99,800 |
| Mocksville | Davie | 22,000 |
| Monroe | Union | 65,900 |
| Mooresville | Iredell | 79,000 |
| Morehead City | Carteret | 37,500 |
| Morganton | Burke | 65,600 |
| Mt. Airy | Surry | 56,000 |
| Mt. Olive | Wayne | 90,800 |
| Moyock | Currituck | 11,700 |
| Murfreesboro | Hertford | 24,000 |
| Murphy | Cherokee | 17,400 |
| New Bern | Craven | 70,700 |
| Newland | Avery | 14,500 |
| Newton | Catawba | 100,500 |
| North Wilkesboro | Wilkes | 56,200 |
| Plymouth | Washington | 15,300 |
| Raeford | Hoke | 18,600 |
| Raleigh | Wake | 493,000* |
| Red Springs | Robeson | 95,900 |
| Reidsville | Rockingham | 79,700 |
| Roanoke Rapids | Halifax | 56,200 |
| Rockingham | Richmond | 41,100 |
| Rocky Mount | Edgecombe | 123,600 |
| Rose Hill | Duplin | 40,300 |
| Roxboro | Person | 26,300 |
| Rutherfordton | Rutherford | 51,900 |
| Salisbury | Rowan | 93,500 |
| Sanford | Lee | 35,200 |
| Scotland Neck | Halifax | 56,200 |
| Selma | Johnston | 67,100 |
| Shallotte | Brunswick | 34,600 |
| Shelby | Cleveland | 79,200 |
| Siler City | Chatham | 30,500 |
| Smithfield | Johnston | 67,100 |
| South Gastonia | Gaston | 605,800* |
| Southern Pines | Moore | 43,800 |
| Southport | Brunswick | 34,600 |
| Sparta | Alleghany | 8,700 |
| Spring Lake | Cumberland | 235,500 |
| Spruce Pine | Mitchell | 14,300 |
| St. Pauls | Robeson | 95,900 |
| Statesville | Iredell | 79,000 |
| Sylva | Jackson | 25,500 |
| Tabor City | Columbus | 52,400 |
| Tarboro | Edgecombe | 123,600* |
| Taylorsville | Alexander | 22,200 |
| Thomasville | Davidson | 104,500 |
| Troy | Montgomery | 20,100 |
| Tryon | Polk | 13,100 |
| Valdese | Burke | 65,600 |
| Wadesboro | Anson | 24,400 |
| Wallace | Duplin | 40,300 |
| Wanchese | Dare | 9,900 |
| Warrenton | Warren | 16,800 |
| Warsaw | Duplin | 40,300 |
| Washington | Beaufort | 40,300 |
| Waynesville | Haywood | 44,500 |
| Weldon | Halifax | 56,200 |
| Wendell-Zebulon | Wake | 493,000* |
| West Jefferson | Ashe | 20,500 |
| Whiteville | Columbus | 52,400 |
| Wilkesboro | Wilkes | 56,200 |
| Williamston | Martin | 24,900 |
| Wilmington | New Hanover | 134,000* |
| Wilson | Wilson | 61,400 |
| Windsor | Bertie | 21,300 |
| Winston-Salem | Forsyth | 784,200 |
| Yadkinville | Yadkin | 27,300 |

### North Dakota

| | | |
|---|---|---|
| Belcourt | Rolette | 13,100 |
| Beulah | Mercer | 6,900 |
| Bismarck | Burleigh | 50,500 |
| Carrington | Foster | 4,800 |
| Devils Lake | Ramsey | 14,500 |
| Dickinson | Stark | 19,400 |
| Fargo | Cass | 131,500* |
| Grafton | Walsh | 17,100 |
| Grand Forks | Grand Forks | 101,700* |
| Hettinger | Adams | 3,800 |
| Jamestown | Stutsman | 23,200 |
| Langdon | Cavalier | 12,100 |
| Mandan | Morton | 23,100 |
| Mayville | Traill | 9,600 |
| Minot | Ward | 63,900 |
| Oakes | Dickey | 7,500 |
| Rugby | Pierce | 6,800 |
| Tioga | Williams | 18,700 |
| Valley City | Barnes | 13,600 |
| Williston | Williams | 18,700 |

### Ohio

| | | |
|---|---|---|
| Akron | Summitt | 664,000* |
| Alliance | Stark | 400,900* |
| Archbold | Fulton | 34,900 |
| Ashland | Ashland | 43,700 |
| Ashtabula | Ashtabula | 104,900 |
| Athens | Athens | 48,100 |
| Bainbridge | Ross | 59,400 |
| Batavia | Clermont | 114,600 |
| Bellaire | Belmont | 83,100 |
| Bellefontaine | Logan | 38,400 |
| Bellevue | Huron | 54,000 |
| Berea | Cuyahoga | 1,932,800* |
| Bowling Green | Wood | 104,600 |
| Bryan | Williams | 34,800 |
| Bucyrus | Crawford | 49,200 |
| Cambridge | Guernsey | 39,700 |
| Campbell | Mahoning | 531,500* |
| Canal Fulton | Stark | 400,900* |
| Canton | Stark | 400,900* |
| Castalia | Erie | 78,400 |
| Cedarville | Green | 125,800 |
| Celina | Mercer | 38,500 |
| Centerville | Montgomery | 828,700* |
| Chardon | Geauga | 69,200 |
| Chillicothe | Ross | 59,400 |
| Cincinnati | Hamilton | 1,360,700* |
| Circleville | Pickaway | 45,200 |
| Cleveland | Cuyahoga | 1,932,800* |
| Cleveland Heights | Cuyahoga | 1,932,800* |
| Clyde | Sandusky | 64,800 |
| Columbus | Franklin | 1,092,100* |
| Conneaut | Ashtabula | 104,900 |
| Coshocton | Coshocton | 35,600 |
| Cuyahoga Falls | Summit | 664,000* |
| Dayton | Montgomery | 828,700* |
| Defiance | Defiance | 36,500 |
| De Graff | Logan | 38,400 |
| Delaware | Delaware | 54,500 |
| Delphos | Allen | 212,500 |
| Dover | Tuscavaway | 81,200 |
| East Liverpool | Columbiana | 113,500 |
| Eaton | Preble | 36,600 |
| Elyria | Lorain | 268,700 |
| Fairfield | Hamilton | 1,360,700* |
| Findlay | Hancock | 62,600 |
| Fostoria | Seneca | 59,500 |
| Fremont | Sandusky | 64,800 |
| Gahanna | Franklin | 1,092,100* |
| Galion | Crawford | 49,200 |
| Gallipolis | Gallia | 29,400 |
| Gambier | Knox | 44,300 |
| Georgetown | Brown | 31,300 |
| Granville | Licking | 119,000 |
| Greenville | Darke | 58,400 |
| Hamilton | Butler | 253,700 |
| Heath | Licking | 119,000 |
| Hillsboro | Highland | 33,100 |
| Holland | Lucas | 787,600* |
| Ironton | Lawrence | 61,600 |
| Jackson | Jackson | 29,600 |
| Jacksonville | Athens | 48,100 |
| Jefferson | Ashtabula | 104,900 |
| Johnstown | Licking | 119,000 |
| Kent | Portage | 135,800 |
| Kenton | Hardin | 32,000 |
| Kettering | Montgomery | 829,700* |
| Lancaster | Fairfield | 91,300 |
| Lima | Allen | 212,500 |
| Logan | Jocking | 23,300 |
| London | Madison | 33,100 |
| Lorain | Lorain | 268,700 |
| Mansfield | Richland | 129,800 |
| Marietta | Washington | 153,600* |
| Marion | Marion | 68,000 |
| Massillon | Stark | 400,900 |
| Medina | Medina | 106,000 |
| Miamisburg | Montgomery | 828,700* |
| Middleport | Meigs | 21,700 |
| Middletown | Butler | 253,700 |
| Milford | Union | 31,300 |
| Morrow | Warren | 88,900 |
| Mount Vernon | Knox | 44,300 |
| Napoleon | Henry | 28,000 |
| New Boston | Scioto | 81,800 |
| New Concord | Muskingum | 81,500 |
| New Philadelphia | Tuscarawas | 81,200 |
| Newark | Licking | 119,000 |
| Niles | Trumbull | 531,500* |
| Norwalk | Huron | 54,000 |
| Oberlin | Lorain | 268,700 |
| Ottawa | Putnam | 31,300 |
| Oxford | Butler | 253,700 |
| Painesville | Lake | 210,700 |
| Parma | Cuyahoga | 1,932,800* |
| Piqua | Miami | 87,700 |
| Port Clinton | Ottawa | 39,800 |
| Portsmouth | Scioto | 81,800 |
| Reading | Hamilton | 1,360,700* |
| Salem | Columbiana | 113,500 |
| Sandusky | Erie | 78,400 |
| Sidney | Shelby | 40,900 |
| Springfield | Clark | 183,600* |
| Steubenville | Jefferson | 164,500* |
| Streetsboro | Portage | 135,800 |
| Struthers | Mahoning | 531,500* |
| Sylvania | Lucas | 787,600* |
| Tiffin | Seneca | 59,500 |
| Toledo | Lucas | 787,600* |
| Uhrichsville | Tuscarawas | 81,200 |
| University Heights | Hamilton | 1,360,700* |
| Upper Sandusky | Wyandot | 21,900 |
| Urbana | Champaign | 32,900 |
| Van Wert | Van Wert | 29,400 |
| Wapakoneta | Auglaize | 43,300 |
| Warren | Trumbull | 531,500 |
| Washington | Columbiana | 113,500 |
| Waverly | Pike | 21,500 |
| Wellston | Jackson | 29,600 |
| West Carrollton | Montgomery | 828,700* |
| West Chester | Butler | 253,700 |
| Westerville | Franklin | 1,092,100* |
| Wilberforce | Greene | 125,800 |
| Willoughby | Lake | 210,700 |
| Wilmington | Clinton | 33,100 |
| Wooster | Wayne | 91,800 |

| | | |
|---|---|---|
| Xenia | Greene | 125,800 |
| Yellow Springs | Greene | 125,800 |
| Youngstown | Mahoning | 531,500* |
| Zanesville | Muskingum | 81,500 |

**Oklahoma**

| | | |
|---|---|---|
| Ada | Pontotoc | 32,000 |
| Altus | Jackson | 35,200 |
| Alva | Woods | 10,300 |
| Anadarko | Caddo | 33,600 |
| Ardmore | Carter | 41,100 |
| Atoka | Atoka | 11,700 |
| Bartlesville | Washington | 43,000 |
| Bethany | Oklahoma | 779,000* |
| Blackwell | Kay | 50,000 |
| Bristow | Creek | 52,600 |
| Broken Arrow | McCurtain | 37,600 |
| Chickasha | Grady | 37,500 |
| Claremore | Rogers | 35,000 |
| Clinton | Custer | 21,900 |
| Cushing | Payne | 59,300 |
| Duncan | Stephens | 39,800 |
| Durant | Bryan | 27,300 |
| Edmond | Oklahoma | 779,000* |
| El Reno | Canadian | 47,900 |
| Elk City | Beckham | 15,900 |
| Enid | Garfield | 61,600 |
| Eufaula | McIntosh | 13,900 |
| Frederick | Tillman | 12,000 |
| Goodwell | Texas | 18,600 |
| Guthrie | Logan | 23,800 |
| Guymon | Texas | 18,600 |
| Henryetta | Okmulgee | 37,200 |
| Hobart | Kiowa | 11,700 |
| Hugo | Choctaw | 16,700 |
| Holdenville | Hughes | 15,000 |
| Idabel | Mc Curtain | 37,600 |
| Langston | Logan | 23,800 |
| Lawton | Comanche | 107,900 |
| Madill | Marshall | 8,800 |
| McAlester | Pittsburgh | 38,500 |
| Miami | Ottawa | 31,500 |
| Midwest City | Oklahoma | 779,000* |
| Muskogee | Muskogee | 64,300 |
| Norman | Cleveland | 107,500 |
| Nowata | Nowata | 10,600 |
| Oklahoma City | Oklahoma | 779,000* |
| Okmulgee | Okmulgee | 37,200 |
| Pauls Valley | Garvin | 28,200 |
| Pawhuska | Osage | 34,000 |
| Ponca City | Kay | 50,000 |
| Poteau | Le FLore | 36,900 |
| Pryor | Mayes | 30,600 |
| Sallisaw | Sequoyah | 27,800 |
| Sand Springs | Tusla | 609,600* |
| Sapulpa | Creek | 52,600 |
| Shawnee | Pottawatomie | 52,200 |
| Stillwater | Payne | 59,300 |
| Sulpher | Murray | 10,500 |
| Tahlequah | Cherokee | 26,800 |
| Tonkawa | Kay | 50,000 |
| Tulsa | Tulsa | 609,600* |
| Vinita | Craig | 14,600 |
| Wagoner | Wagoner | 29,700 |
| Weatherford | Custer | 21,900 |
| Wewoka | Seminole | 30,000 |
| Woodward | Woodward | 16,200 |

**Oregon**

| | | |
|---|---|---|
| Albany | Linn | 86,100 |
| Ashland | Jackson | 117,500 |
| Astoria | Clatsop | 29,500 |
| Baker | Baker | 16,500 |
| Bend | Deschutes | 44,200 |
| Brookings | Curry | 14,700 |
| Burns | Harney | 7,400 |
| Central Point | Jackson | 117,500 |
| Coos Bay | Coos | 59,400 |
| Coquille | Coos | 59,400 |
| Corvallis | Benton | 68,700 |
| Cottage Grove | Lane | 254,100 |
| Dallas | Polk | 41,100 |
| Eagle Point | Jackson | 117,500 |
| Enterprise | Wallowa | 7,100 |
| Eugene | Lane | 254,100 |
| Grants Pass | Josephine | 51,700 |
| Gresham | Multnomah | 1,127,900* |
| Hermiston | Umatilla | 49,400 |
| Hillsboro | Washington | 200,900 |
| Hood River | Hood River | 15,000 |
| John Day | Grant | 7,700 |
| Klamath Falls | Klamath | 55,900 |
| La Grande | Union | 23,700 |
| Lake Oswego | Clackamas | 216,400 |
| Lakeview | Lake | 6,700 |
| Lebanon | Linn | 86,100 |
| Lincoln City | Lincoln | 28,600 |
| McMinnville | Yamhill | 48,700 |
| Medford | Jackson | 117,500 |
| Newport | Lincoln | 28,600 |
| North Bend | Coos | 59,400 |
| Ontario | Malheur | 25,200 |
| Oregon City | Clackamas | 216,400 |
| Pendleton | Umatilla | 49,400 |
| Portland | Multnoman | 1,127,900* |
| Prineville | Crook | 12,000 |
| Redmond | Deschutes | 44,200 |
| Reedsport | Douglas | 83,500 |
| Roseburg | Douglas | 83,500 |
| Salem | Marion | 174,700 |
| Seaside | Clatsop | 29,500 |
| Springfield | Lane | 254,100 |
| St Helens | Columbia | 31,300 |
| Sweet Home | Linn | 86,100 |
| The Dalles | Wasco | 19,500 |
| Tillamook | Tillamook | 18,100 |
| Toledo | Lincoln | 28,600 |
| Woodburn | Marion | 215,800* |

**Pennsylvania**

| | | |
|---|---|---|
| Allentown | Lehigh | 628,400* |
| Altoona | Blair | 132,100 |
| Ambridge | Beaver | 207,900 |
| Annville | Lebanon | 109,600 |
| Apollo | Armstrong | 78,600 |
| Barnesboro | Cambria | 271,600* |
| Beaver Falls | Beaver | 207,900 |
| Bedford | Bedford | 44,600 |
| Bellefonte | Centre | 111,700 |
| Bellwood | Blair | 132,100 |
| Berwick | Columbia | 60,000 |
| Bethlehem | Northampton | 628,400* |
| Bloomsburg | Columbia | 60,000 |
| Boyertown | Berks | 308,500 |
| Braddock | Alleghany | 2,279,200* |
| Bradford | Mc Kean | 50,300 |
| Brownsville | Fayette | 154,800 |
| Butler | Butler | 144,600 |
| California | Washington | 215,300 |
| Canonsburg | Washington | 215,300 |
| Canton | Bradford | 61,400 |
| Carbondale | Lackawana | 640,500* |
| Carlisle | Cumberland | 175,400 |
| Carnegie | Allegheny | 2,279,200* |
| Central City | Somerset | 80,500 |
| Chambersburg | Franklin | 111,500 |
| Charleroi | Washington | 215,300 |
| Chester | Delaware | 576,900 |
| Clarion | Clarion | 41,900 |
| Clearfield | Clearfild | 80,600 |
| Coatesville | Chester | 303,300 |
| Connellsville | Fayette | 154,800 |
| Corry | Erie | 276,200 |
| Coudersport | Potter | 16,600 |
| Danville | Montour | 16,900 |
| Doylestown | Bucks | 748,300 |
| Du Bois | Clearfield | 80,600 |
| East Stroudsburg | Monroe | 59,600 |
| Easton | Northampton | 628,400* |
| Ebensburg | Cambria | 271,600* |
| Elizabethtown | Lancaster | 348,300 |
| Ellwood City | Lawrence | 102,800 |
| Emporium | Cameron | 6,400 |
| Ephrata | Lancaster | 348,300 |
| Erie | Erie | 276,200 |
| Everett | Bedford | 44,600 |
| Farrell | Mercer | 129,300 |
| Franklin | Venango | 65,400 |
| Freeland | Luzerne | 640,500* |
| Gettysburg | Adams | 63,200 |
| Girard | Erie | 276,200 |
| Greencastle | Franklin | 111,500 |
| Greensburg | Westmoreland | 382,500 |
| Greenville | Mercer | 129,300 |
| Grove City | Mercer | 129,300 |
| Hanover | York | 355,300* |
| Harrisburg | Dauphin | 431,200* |
| Havertown | Delaware | 576,900 |
| Hazleton | Luzerne | 640,500* |
| Hershey | Dauphin | 431,200* |
| Hollidaysburg | Blair | 132,100 |
| Honesdale | Wayne | 36,400 |
| Huntingdon | Huntingdon | 40,300 |
| Indiana | Indiana | 87,400 |
| Jeannette | Westmoreland | 382,500 |
| Jenkintown | Montgomery | 635,000 |
| Johnstown | Cambria | 271,600* |
| Kane | McKean | 50,300 |
| Kittanning | Armstrong | 78,600 |
| Lancaster | Lancaster | 348,300 |
| Lansdale | Montgomery | 635,000 |
| Lansford | Carbon | 52,700 |
| Latrobe | Westmoreland | 382,500 |
| Lebanon | Lebanon | 109,600 |
| Lehighton | Carbon | 52,700 |
| Lehman | Luzerne | 640,500* |
| Levittown | Bucks | 478,300 |
| Lewisburg | Union | 31,900 |
| Lewistown | Mifflin | 44,600 |
| Lincoln University | Chester | 303,300 |
| Linesville | Crawford | 86,100 |
| Lock Haven | Clinton | 37,500 |
| Loretto | Cambria | 271,600 |
| Lykens | Dauphin | 431,300 |
| Malvern | Chester | 303,300 |
| Mansfield | Tioga | 43,100 |
| Martinsburg | Blair | 132,100 |
| McConnellsburg | Fulton | 12,000 |
| McKean | Erie | 276,200 |
| McKeesport | Alllegheny | 2,279,200* |
| Meadville | Crawford | 86,100 |
| Mechanicsburg | Cumberland | 175,400 |
| Mercer | Mercer | 129,300 |
| Mercersburg | Franklin | 111,500 |
| Mexico | Juniata | 17,800 |
| Mifflinburg | Union | 31,900 |
| Millersville | Lancaster | 348,300 |
| Milton | Northumberland | 102,400 |
| Monroeville | Allegheney | 2,279,200* |
| Montrose | Susquehana | 38,900 |
| Mt. Carmel | Northamberland | 102,400 |
| Nanticoke | Luzerne | 640,500* |
| New Castle | Lawrence | 102,800 |
| New Kensington | Westmoreland | 382,500 |
| New Wilmington | Lawrence | 102,800 |
| Norristown | Montgomery | 635,000 |
| North East | Erie | 276,200 |
| Oil City | Venango | 65,400 |
| Palmyra | Lebanon | 109,600 |
| Philadelphia | Philadelphia | 4,797,800* |
| Philipsburg | Centre | 111,700 |
| Pittsburgh | Allegheny | 2,279,200* |
| Pittston | Luzerne | 640,500* |
| Portage | Cambria | 271,500* |
| Pottstown | Montgomery | 635,000 |
| Pottsville | Schuylkill | 158,300 |
| Punxsutawney | Jefferson | 47,400 |
| Reading | Berks | 308,500 |
| Red Lion | York | 355,300* |
| Ridgway | Elk | 37,500 |
| Roaring Spring | Blair | 132,100 |
| Saegertown | Crawford | 86,100 |
| Sayre | Bradford | 61,400 |
| Scottdale | Westmoreland | 382,500 |
| Scranton | Lackwanna | 640,500* |
| Selinsgrove | Snyder | 31,600 |
| Shamokin | Northumberland | 102,400 |
| Sharpsville | Mercer | 129,300 |
| Sharon | Mercer | 129,300 |
| Shenandoah | Schuylkill | 158,300 |
| Shippensburg | Cumberland | 175,400 |
| Somerset | Somerset | 80,500 |
| South Williamsport | Lycoming | 116,400 |
| St. Marys | Elk | 37,500 |
| Starview | York | 355,300* |
| State College | Centre | 111,700 |
| Stroudsburg | Monroe | 59,600 |
| Sunbury | Northumberland | 102,400 |
| Swarthmore | Delaware | 576,900 |
| Tamaqua | Schuylkill | 158,300 |
| Telford | Montgomery | 635,000 |
| Titusville | Crawford | 86,100 |
| Towanda | Bradford | 61,400 |
| Tyrone | Blair | 132,100 |
| Union City | Erie | 276,200 |
| Uniontown | Fayette | 154,800 |
| Warminster | Bucks | 478,300 |
| Warren | Warren | 46,300 |
| Washington | Washington | 215,300 |
| Waynesboro | Franklin | 111,500 |
| Waynesburg | Green | 38,600 |
| Wellsboro | Tioga | 43,100 |
| West Chester | Chester | 303,300 |
| Wilkes-Barre | Luzerne | 640,500* |
| Williamsport | Lycoming | 116,400 |
| Winder | Somerset | 80,500 |
| York | York | 355,300* |

## County or Market Population

**Rhode Island**

| | | |
|---|---|---|
| Coventry | Kent | 151,300 |
| Kingston | Washington | 82,300 |
| Middletown | Newport | 76,300 |
| Newport | Newport | 76,300 |
| Pawtucket | Providence | 841,500* |
| Portsmouth | Newport | 76,300 |
| Providence | Providence | 841,500* |
| Smithfield | Providence | 890,500* |
| Warwick | Kent | 151,300 |
| West Warwick | Kent | 151,300 |
| Westerly | Washington | 82,300 |
| Wickford | Washington | 82,300 |
| Woonsocket | Washington | 82,300 |

**South Carolina**

| | | |
|---|---|---|
| Abbeville | Abbeville | 22,300 |
| Aiken | Aiken | 98,000 |
| Allendale | Allendale | 10,400 |
| Anderson | Anderson | 118,800 |
| Bamberg | Bambert | 16,800 |
| Barnwell | Barnwell | 19,000 |
| Batesburg | Lexington | 130,300 |
| Beaufort | Beaufort | 19,000 |
| Belton | Anderson | 118,800 |
| Bennettsville | Marlboro | 28,300 |
| Bishopville | Lee | 17,100 |
| Burnettown | Aiken | 98,000 |
| Camden | Kershaw | 36,800 |
| Cayce | Lexington | 130,300 |
| Charleston | Charleston | 388,200* |
| Cheraw | Chesterfield | 35,100 |
| Chester | Chester | 30,000 |
| Clemson | Pickens | 72,100 |
| Clinton | Laurens | 51,700 |
| Columbia | Richland | 388,100* |
| Conway | Horry | 89,800 |
| Darlington | Darlington | 57,000 |
| Dillon | Dillon | 30,000 |
| Due West | Abbeville | 22,300 |
| Easley | Pickens | 72,100 |
| Florence | Florence | 101,700 |
| Fountain | Greenville | 543,700* |
| Gaffney | Cherokee | 42,200 |
| Georgetown | Georgetown | 40,800 |
| Greenville | Greenville | 543,700* |
| Greenwood | Greenwood | 53,300 |
| Greer | Greenville | 543,700* |
| Hampton | Hampton | 17,100 |
| Hartsville | Darlington | 57,000 |
| Hemingway | Williamsburg | 36,600 |
| Hilton Head Island | Beaufort | 19,000 |
| Holly Hill | Orangeburg | 78,200 |
| Honea Path | Anderson | 118,800 |
| Johnston | Edgefield | 16,400 |
| Kershaw | Kershaw | 36,800 |
| Lake City | Florence | 101,700 |
| Lancaster | Lancaster | 46,900 |
| Laurens | Laurens | 51,700 |
| Loris | Horry | 89,800 |
| Manning | Clarendon | 28,000 |
| Marion | Marion | 33,600 |
| Moncks Corner | Berkeley | 74,400 |
| Mullins | Marion | 33,600 |
| Myrtle Beach | Horry | 89,800 |
| North Myrtle Beach | Horry | 89,800 |
| North Charleston | Charleston | 388,200* |
| Newberry | Newberry | 31,900 |
| North Augusta | Aiken | 98,000 |
| Orangeburg | Orangeburg | 78,200 |
| Pageland | Chesterfield | 35,100 |
| Pickens | Pickens | 72,100 |
| Ridgeland | Jasper | 13,400 |
| Rock Hill | York | 95,600 |
| Seneca | Oconee | 45,100 |
| Spartanburg | Spartanburg | 543,700* |
| St. George | Dorchester | 49,300 |
| St. Matthews | Calhoun | 11,400 |
| Summerville | Dorchester | 49,300 |
| Sumter | Sumter | 85,000 |
| Surfside Beach | Horry | 89,800 |
| Travelers Rest | Greenville | 543,700* |
| Union | Union | 30,000 |
| Wallahalla | Oconee | 45,100 |
| Walterboro | Colleton | 29,200 |
| West Columbia | Lexington | 130,300 |
| Winnsboro | Fairfield | 20,500 |
| Woodruff | Spartanburg | 543,700* |
| York | York | 95,600 |

**South Dakota**

| | | |
|---|---|---|
| Aberdeen | Brown | 37,600 |
| Belle Fourche | Butte | 8,300 |
| Brookings | Brookings | 22,300 |
| Deadwood | Lawrence | 16,900 |
| Hot Springs | Fall River | 8,300 |
| Huron | Beadle | 19,900 |
| Lemmon | Perkins | 4,900 |
| Madison | Lake | 10,600 |
| Milbank | Grant | 10,000 |
| Mitchell | Davison | 18,100 |
| Mobridge | Walworth | 7,700 |
| Pierre | Hughes | 13,600 |
| Rapid City | Pennington | 71,900 |
| Redfield | Spink | 9,900 |
| Sioux Falls | Minneahaha | 102,800 |
| Spearfish | Lawrence | 16,900 |
| Springfield | Bon Homme | 7,700 |
| Sturgis | Meade | 19,300 |
| Vermillion | Clay | 13,200 |
| Watertown | Codington | 20,300 |
| Winner | Tripp | 8,000 |
| Yankton | Yankton | 18,200 |

**Tennessee**

| | | |
|---|---|---|
| Alcoa | Blount | 72,700 |
| Ardmore | Giles | 23,800 |
| Athens | Mc Minn | 42,200 |
| Benton | Polk | 12,800 |
| Berry Hill | Davidson | 776,400* |
| Bolivar | Hardeman | 21,900 |
| Bristol | Sullivan | 411,100* |
| Brownsville | Haywood | 21,100 |
| Camden | Benton | 13,100 |
| Carthage | Smith | 13,400 |
| Centerville | Hickman | 13,800 |
| Chattanooga | Hamilton | 396,800* |
| Church Hill | Hawkins | 38,600 |
| Clarksville | Montgomery | 150,500* |
| Cleveland | Bradley | 62,000 |
| Clinton | Anderson | 62,900 |
| Collegedale | Hamilton | 396,800* |
| Collierville | Shelby | 884,900* |
| Columbia | Maury | 47,200 |
| Cookeville | Putnam | 42,100 |
| Copperhill | Polk | 12,800 |
| Covington | Tipton | 29,900 |
| Cowan | Franklin | 30,300 |
| Crossville | Cumberland | 26,400 |
| Dayton | Rhea | 21,100 |
| Dickson | Dickson | 27,600 |
| Donelson | Davidson | 776,400* |
| Dyersburg | Dyer | 33,400 |
| Elizabethton | Carter | 46,400 |
| Englewood | McMinn | 42,200 |
| Erwin | Unicoi | 15,800 |
| Etowah | Mc Minn | 42,200 |
| Fayetteville | Lincoln | 24,900 |
| Franklin | Williamson | 49,600 |
| Gallatin | Summer | 71,800 |
| Germantown | Shelby | 884,900* |
| Greeneville | Greene | 49,900 |
| Harriman | Roane | 41,800 |
| Hartsville | Trousdale | 5,400 |
| Henderson | Chester | 11,600 |
| Hendersonville | Summer | 71,800 |
| Hohenwald | Lewis | 8,200 |
| Humboldt | Gibson | 45,900 |
| Huntingdon | Carroll | 28,700 |
| Jackson | Madison | 72,300 |
| Jamestown | Fentress | 14,200 |
| Jefferson City | Jefferson | 28,800 |
| Jellico | Campbell | 32,600 |
| Johnson City | Washington | 411,100* |
| Jonesboro | Washington | 411,100* |
| Kingsport | Sullivan | 411,100* |
| Knoxville | Knox | 445,000* |
| Lafayette | Macon | 14,000 |
| La Follette | Campbell | 32,600 |
| Lawrenceburg | Lawrence | 33,100 |
| Lebanon | Wilson | 47,300 |
| Lenoir City | Loudon | 26,900 |
| Lewisburg | Marshall | 18,400 |
| Lexington | Henderson | 19,600 |
| Livingston | Overton | 16,100 |
| Lobelville | Perry | 6,000 |
| Lookout Mountain | Hamilton | 396,800* |
| Madison | Davidson | 776,400* |
| Madisonville | Monroe | 26,400 |
| Manchester | Coffee | 34,700 |
| Martin | Weakley | 30,800 |
| Maryville | Blount | 72,700 |
| McKenzie | Carroll | 28,700 |
| Mc Minnville | Warren | 29,300 |
| Memphis | Shelby | 884,900* |
| Milan | Gibson | 45,900 |
| Millington | Shelby | 84,900* |
| Morristown | Hamblen | 43,800 |
| Mountain City | Johnson | 13,400 |
| Murfreesboro | Rutherford | 72,500 |
| Nashville | Davidson | 776,400* |
| Newport | Cocke | 28,400 |
| Oak Ridge | Anderson | 62,900 |
| Olive Hill | Hardin | 20,200 |
| Oneida | Scott | 17,500 |
| Paris | Henry | 25,100 |
| Parsons | Decataur | 9,300 |
| Pikesville | Bledsoe | 9,100 |
| Pulaski | Giles | 23,800 |
| Red Bank | Hamilton | 396,800* |
| Ripley | Lauderdale | 22,900 |
| Rockwood | Roane | 41,800 |
| Rogersville | Hawkins | 38,600 |
| Savannah | Hardin | 20,200 |
| Selmer | McNairy | 21,000 |
| Sevierville | Sevier | 35,500 |
| Sewanee | Franklin | 30,300 |
| Shelbyville | Bedford | 26,100 |
| Smithville | DeKalb | 12,800 |
| Soddy-Daisy | Hamilton | 396,800* |
| South Pittsburg | Marion | 22,600 |
| Sparta | White | 18,200 |
| Springfield | Robertson | 33,000 |
| Summertown | Lawrence | 33,100 |
| Sweetwater | Monroe | 26,400 |
| Tazewell | Claiborne | 24,300 |
| Trenton | Gibson | 45,900 |
| Tullahoma | Coffee | 34,700 |
| Union City | Obion | 34,200 |
| Wartburg | Morgan | 14,600 |
| Waverly | Humphreys | 15,400 |
| Waynesboro | Wayne | 13,800 |
| Winchester | Franklin | 30,300 |
| Woodbury | Cannon | 9,400 |

**Texas**

| | | |
|---|---|---|
| Abilene | Taylor | 131,300* |
| Alamo Heights | Bexar | 1,015,400* |
| Alice | Jim Wells | 34,000 |
| Alpine | Brewster | 7,900 |
| Alvin | Brazoria | 129,700 |
| Amarillo | Potter | 153,600* |
| Andrews | Andrews | 11,700 |
| Arlington | Tarrant | 2,623,200* |
| Athens | Henderson | 31,500 |
| Atlanta | Cass | 26,700 |
| Austin | Travis | 476,300* |
| Ballinger | Runnels | 11,600 |
| Bay City | Matagorda | 28,700 |
| Baytown | Harris | 2,559,700* |
| Beaumont | Jefferson | 346,100* |
| Beeville | Bee | 23,600 |
| Bellville | Austin | 16,100 |
| Belton | Bell | 235,500* |
| Big Lake | Reagan | 3,600 |
| Big Spring | Howard | 36,000 |
| Bonham | Faninn | 23,000 |
| Borger | Hutchinson | 24,500 |
| Bowie | Montague | 16,800 |
| Brady | McCullough | 8,100 |
| Breckenridge | Stephens | 8,500 |
| Brenham | Washington | 19,000 |
| Brownfield | Terry | 14,000 |
| Brownsville | Cameron | 187,800 |
| Brownwood | Brown | 33,100 |
| Bryan | Brazos | 78,900 |
| Burnet | Burnet | 16,300 |
| Cameron | Milan | 20,200 |
| Canyon | Randall | 153,600* |
| Carrizo Springs | Dimmit | 10,900 |
| Carthage | Panola | 16,200 |
| Center | Shelby | 20,000 |
| Childress | Childress | 6,800 |
| Clarksville | Red River | 15,000 |
| Clear Lake City | Harriss | 2,559,700* |
| Cleburne | Johnson | 60,500 |
| Cleveland | Liberty | 38,700 |
| Coleman | Coleman | 9,900 |
| College Station | Brazos | 78,900 |
| Colorado City | Mitchell | 8,600 |
| Columbus | Colorado | 17,200 |
| Comanche | Comanche | 12,700 |
| Commerce | Hunt | 51,400 |
| Conroe | Montgomery | 100,700 |
| Copperas Cove | Coryell | 58,400 |

| | | |
|---|---|---|
| Corpus Christi | Nueces | 305,000* |
| Corsicana | Navarro | 31,000 |
| Crane | Crane | 4,100 |
| Crockett | Harris | 43,900 |
| Cuero | De Witt | 18,200 |
| Daingerfield | Morris | 13,100 |
| Dalhart | Dallam | 6,800 |
| Dallas | Dallas | 2,623,200* |
| Del Rio | Val Verde | 34,100 |
| Denison | Grayson | 74,100 |
| Denton | Denton | 114,400 |
| Diboll | Angelina | 57,100 |
| Dimmit | Castro | 9,900 |
| Dumas | Moore | 13,900 |
| Eagle Pass | Maverick | 23,000 |
| Eastland | Eastland | 18,400 |
| Edinburg | Hidalgo | 241,400 |
| Edna | Jackson | 12,900 |
| El Campo | Wharton | 35,500 |
| El Paso | El Paso | 442,500 |
| Falfurrias | Brooks | 7,500 |
| Farwell | Parmer | 9,900 |
| Floresville | Wilson | 14,500 |
| Floydada | Floyd | 10,300 |
| Fort Stockton | Pedos | 14,000 |
| Fort Worth | Tarrant | 2,623,200* |
| Fredericksburg | Gillespie | 11,600 |
| Freeport | Brazoria | 129,700 |
| Gainesville | Cooke | 25,800 |
| Galveston | Galveston | 190,500 |
| Gatesville | Coryell | 58,400 |
| Georgetown | Williamson | 53,600 |
| Gilmer | Upshur | 25,900 |
| Gladewater | Gregg | 128,100* |
| Gonzales | Gonzales | 16,700 |
| Graham | Young | 16,100 |
| Grand Prairie | Dallas | 2,623,200* |
| Greenville | Hunt | 51,400 |
| Hamilton | Hamilton | 7,300 |
| Harlingen | Cameron | 187,800 |
| Hemphill | Sabine | 7,300 |
| Henderson | Rusk | 37,300 |
| Hereford | Deaf Smith | 19,700 |
| Highland Park | Dallas | 2,623,200* |
| Hillsboro | Hill | 23,000 |
| Hondo | Medina | 22,200 |
| Houston | Harris | 2,559,700* |
| Huntsville | Walker | 41,400 |
| Jacksonville | Cherokee | 34,600 |
| Jasper | Jasper | 27,600 |
| Junction | Kimble | 4,400 |
| Keene | Johnson | 60,500 |
| Kenedy | Karnes | 12,600 |
| Kermit | Winkler | 8,500 |
| Kerrville | Kerr | 23,100 |
| Kilgore | Gregg | 128,100* |
| Killeen | Bell | 235,500* |
| Kingsville | Kleberg | 31,800 |
| La Grange | Fayette | 16,900 |
| Lake Jackson | Brazoria | 129,700 |
| Lamesa | Dawson | 15,800 |
| Lampasas | Lampasas | 13,200 |
| Laredo | Webb | 82,200 |
| Levelland | Hockley | 21,100 |
| Liberty | Liberty | 38,700 |
| Littlefield | Lamb | 16,400 |
| Livingston | Polk | 19,200 |
| Lockhart | Caldwell | 22,400 |
| Longview | Gregg | 128,100* |
| Lubbock | Lubbock | 208,300 |
| Lufkin | Angelina | 57,100 |
| Marlin | Falls | 15,900 |
| Marshall | Harrison | 43,900 |
| McAllen | Hidalgo | 241,400 |
| McKinney | Collin | 103,100 |
| Memphis | Hall | 5,800 |
| Merkel | Taylor | 131,300* |
| Mexia | Limestone | 18,000 |
| Midland | Midland | 72,200 |
| Mineola | Wood | 22,400 |
| Mineral Wells | Palo Pinto | 19,400 |
| Mission | Hidalgo | 241,400 |
| Monahans | Wards | 11,800 |
| Morton | Cochran | 4,600 |
| Mount Pleasant | Titus | 18,500 |
| Muleshoe | Bailey | 8,000 |
| Nacogdoches | Nacogdoches | 44,300 |
| Navasota | Grimes | 12,600 |
| New Boston | Bowie | 118,200* |
| New Braunfels | Comal | 30,500 |
| Odessa | Ector | 103,000 |
| Orange | Orange | 346,100* |
| Palestine | Anderson | 32,800 |
| Pampa | Gray | 24,400 |
| Paris | Lamar | 38,300 |
| Pasadena | Hariss | 2,559,700* |
| Pearsall | Frio | 11,300 |
| Pecos | Reeves | 15,400 |
| Perryton | Ochiltree | 8,800 |
| Plains | Yoakum | 6,900 |
| Plainview | Hale | 37,300 |
| Pleasanton | Alascosa | 20,200 |
| Port Arthur | Jefferson | 346,100* |
| Port Lavaca | Calhoun | 18,100 |
| Port Neches | Jefferson | 346,100* |
| Portland | San Patricio | 50,800 |
| Post | Garza | 4,800 |
| Prairie View | Waller | 16,600 |
| Quanah | Hardeman | 6,100 |
| Ralls | Crosby | 8,400 |
| Raymondville | Willacy | 16,400 |
| Robstown | Nueces | 305,000* |
| Rosenberg | Ft. Bend | 83,500 |
| Rusk | Cherokee | 34,600 |
| San Angelo | Tom Green | 76,700 |
| San Antonio | Bexal | 1,015,400 |
| San Marcos | Hays | 38,300 |
| San Saba | San Saba | 6,500 |
| Seguin | Guadalupe | 40,900 |
| Seminole | Gaines | 11,400 |
| Seymour | Baylor | 5,500 |
| Shamrock | Wheeler | 5,900 |
| Sherman | Grayson | 74,100 |
| Silsbee | Hardin | 37,400 |
| Sinton | San Patricio | 50,800 |
| Slaton | Lubbock | 208,300 |
| Snyder | Scurry | 16,900 |
| Sonora | Sutton | 4,700 |
| Spearman | Hansford | 6,200 |
| Stamford | Jones | 15,500 |
| Stephenville | Erath | 20,000 |
| Sulphur Springs | Hopkins | 216000 |
| Sweetwater | Nolan | 15,800 |
| Taylor | Williamson | 53,600 |
| Temple | Bell | 235,500* |
| Terrell | Kaufman | 38,600 |
| Terrell Hills | Bexar | 1,015,400* |
| Texarkana | Bowie | 118,200 |
| Texas City | Galveston | 190,500 |
| Tulia | Swisher | 10,100 |
| Tyler | Smith | 111,300 |
| Uvalde | Uvalde | 20,700 |
| Vernon | Wilbarger | 15,600 |
| Victoria | Victoria | 60,300 |
| Waco | Mc Lennan | 159,100 |
| Waxahachie | Ellis | 53,200 |
| Weatherford | Parker | 34,300 |
| Weslaco | Hidalgo | 241,400 |
| Wharton | Wharton | 35,500 |
| Wichita Falls | Wichita | 133,700* |
| Winters | Runnels | 11,600 |
| Woodville | Tyler | 14,000 |
| **Utah** | | |
| Beaver | Beaver | 4,100 |
| Blanding | San Juan | 12,900 |
| Brigham City | Box Elder | 29,900 |
| Cedar City | Iron | 15,000 |
| Centerville | Davis | 119,100 |
| Delta | Millard | 8,500 |
| Ephraim | Sanpete | 12,100 |
| Granger | Salt Lake | 820,300* |
| Gunnison | Sanpete | 12,100 |
| Logan | Cache | 51,400 |
| Manti | Sanpete | 12,100 |
| Moab | Grand | 6,100 |
| Mt. Pleasant | Sanpete | 12,100 |
| Murray | Salt Lake City | 820,300* |
| Ogden | Weber | 820,300* |
| Orem | Utah | 179,400 |
| Parowan | Iron | 15,000 |
| Pleasant Grove | Utah | 179,400 |
| Price | Carbon | 19,100 |
| Provo | Utah | 179,400 |
| Richfield | Sevier | 12,400 |
| Roosevelt | Duchesne | 13,600 |
| Salt Lake City | Salt Lake | 820,300* |
| Spanish Fork | Utah | 179,400 |
| St. George | Washington | 20,100 |
| Tooele | Tooele | 23,100 |
| Vernal | Uintah | 19,300 |
| **Vermont** | | |
| Barre | Washington | 49,100 |
| Bennington | Bennington | 32,200 |
| Brattleboro | Windham | 35,900 |
| Burlington | Chittenden | 110,800 |
| Castleton | Rutland | 58,000 |
| Colchester | Chittenden | 110,800 |
| East Montpelier | Washington | 49,100 |
| Johnson | Lamoille | 15,600 |
| Lyndonville | Caledonia | 25,600 |
| Middlebury | Addison | 26,400 |
| Montpelier | Washington | 49,100 |
| Newport | Orleans | 22,200 |
| Northfield | Washington | 49,100 |
| Plainfield | Washington | 49,100 |
| Putney | Windham | 35,900 |
| Randolph | Orange | 20,400 |
| Randolph Center | Orange | 20,400 |
| Rutland | Rutland | 58,000 |
| Springfield | Windsor | 47,500 |
| St. Albans | Franklin | 34,000 |
| St. Johnsbury | Caledonia | 25,600 |
| Stowe | Lamoille | 15,600 |
| Waterbury | Washington | 49,100 |
| Wells River | Orange | 20,400 |
| White River Jct | Windsor | 47,500 |
| Windsor | Windsor | 47,500 |
| **Virginia** | | |
| Abingdon | Washington | 411,100* |
| Alexandria | Fairfax | 692,500 |
| Altavista | Campbell | 148,500* |
| Amherst | Amherst | 28,100 |
| Appomattox | Appomattox | 11,300 |
| Arlington | Arlington | 150,300 |
| Ashland | Hanover | 50,700 |
| Bassett | Henry | 74,200 |
| Bedford | Bedford | 37,100 |
| Big Stone Gap | Wise | 50,900 |
| Blacksburg | Montgomery | 75,000 |
| Blackstone | Nottoway | 13,800 |
| Bluefield | Tazewell | 48,100 |
| Bristol | Washington | 411,100* |
| Broadway | Rockingham | 75,400 |
| Brookneal | Campbell | 148,500* |
| Charlottesville | Albemarle | 92,500 |
| Chase City | Mecklenburg | 30,200 |
| Chatham | Pittsylvania | 110,800 |
| Chesapeake | Chesapeake | 794,300* |
| Chester | Chesterfield | 113,200 |
| Christiansburg | Montgomery | 75,000 |
| Churchville | Augusta | 90,500 |
| Clifton Forge | Alleghany | 27,200 |
| Clintwood | Dickenson | 18,400 |
| Collinsville | Henry | 74,200 |
| Covington | Alleghany | 27,200 |
| Crewe | Nottoway | 13,800 |
| Crozet | Albemarle | 92,500 |
| Culpeper | Culpeper | 22,100 |
| Danville | Pittsylvania | 110,800 |
| Emporia | Greensville | 15,500 |
| Exmore | Northampton | 15,700 |
| Fairfax | Fairfax | 629,500 |
| Falls Church | Fairfax | 629,500 |
| Farmville | Prince Edward | 16,200 |
| Franklin | Southampton | 26,200 |
| Fredericksburg | Spotsylvania | 44,700 |
| Front Royal | Warren | 19,500 |
| Galax | Carroll | 32,000 |
| Gate City | Scott | 25,400 |
| Gloucester | Gloucester | 17,600 |
| Gretna | Pittsylvania | 110,800 |
| Grundy | Buchanan | 35,200 |
| Hampden-Sydney | Prince Edward | 16,200 |
| Hampton | Hampton | 349,800* |
| Harrisonburg | Rockingham | 75,400 |
| Herndon | Fairfax | 629,500 |
| Highland Spring | Henrico | 602,800 |
| Hillsville | Carroll | 32,000 |
| Hopewell | Prince George | 129,100* |
| Jamesville | Northampton | 15,700 |
| Kilmarnock | Lancaster | 10,200 |
| Lawrenceville | Brunswick | 15,800 |
| Lebanon | Russell | 26,400 |
| Leesburg | Loudon | 54,200 |
| Lexington | Rockbridge | 33,500 |
| Luray | Page | 18,900 |
| Lynchburg | Campbell | 148,500* |
| Manassas | Prince William | 150,400 |
| Marion | Smyth | 32,500 |

## County or Market Population

| | | |
|---|---|---|
| Martinsville | Henry | 74,200 |
| Mt. Jackson | Shenandoah | 26,400 |
| Narrows | Giles | 16,900 |
| Newport News | Hampton | 349,800* |
| Norfolk | Norfolk | 794,300* |
| Norton | Wise | 50,900 |
| Olney-Onancock | Accomack | 32,400 |
| Orange | Orange | 17,000 |
| Pennington Gap | Lee | 25,400 |
| Petersburg | Dinwiddie | 129,100* |
| Portsmouth | Chesapeake | 794,300* |
| Pulaski | Pulaski | 33,500 |
| Quantico | Prince William | 150,400 |
| Radford | Montgomery | 75,000 |
| Richlands | Tazewell | 48,100 |
| Richmond | Henrico | 602,800* |
| Roanoke | Roanoke | 211,100* |
| Vinton | Roanoke | 211,100* |
| Rocky Mount | Franklin | 32,400 |
| Salem | Roanoke | 211,100* |
| Smithfield | Isle of Wight | 20,200 |
| South Boston | Halifax | 37,700 |
| South Hill | Mecklenburg | 30,200 |
| Staunton | Augusta | 90,500 |
| Stuart | Patrick | 16,300 |
| Suffolk | Suffolk | 48,000 |
| Tappahannock | Essex | 8,200 |
| Tasley | Accomack | 32,400 |
| Tazewell | Tazewell | 48,100 |
| Virginia Beach | Chesapeake | 794,300* |
| Warrenton | Fauquier | 29,000 |
| Warsaw | Richmond | 6,700 |
| Waynesboro | Augusta | 90,500 |
| Williamsburg | James City | 31,000 |
| Winchester | Frederick | 51,300 |
| Woodbridge | Prince William | 150,400 |
| Wytheville | Wythe | 23,900 |
| Yorktown | York | 32,300 |

### Washington

| | | |
|---|---|---|
| Aberdeen | Grays Harbor | 61,000 |
| Anacortes | Skagit | 54,700 |
| Auburn | King | 1,414,900* |
| Bellevue | King | 1,414,900* |
| Bellingham | Whatcom | 94,000 |
| Blaine | Whatcom | 94,000 |
| Bremerton | Kitsap | 123,800 |
| Burien | King | 1,414,900* |
| Centralia | Lewis | 50,000 |
| Chehalis | Lewis | 50,000 |
| Chelan | Chelan | 41,600 |
| Cheney | Spokane | 318,100 |
| Clarkston | Asotin | 14,600 |
| Colfax | Whitman | 41,000 |
| College Place | Walla Walla | 43,400 |
| Colville | Stevens | 24,700 |
| Edmonds | Snohomish | 1,414,900* |
| Ellensburg | Kittias | 25,100 |
| Ephrata | Grant | 49,000 |
| Everett | Snohomish | 1,414,900* |
| Ferndale | Whatcom | 94,000 |
| Forks | Clallam | 43,700 |
| Grand Coulee | Grant | 49,000 |
| Hoquiam | Grays Harbour | 61,100 |
| Kelso | Cowlitz | 74,400 |
| Kennewick | Benton | 114,600* |
| Kirkland | King | 1,414,900* |
| Longview | Cowlitz | 74,400 |
| Lynden | Whatcom | 94,000 |
| Mercer Island | King | 1,414,900* |
| Moses Lake | Grant | 49,000 |
| Mountlake Terrace | Snohomish | 1,414,900* |
| Mt. Vernon | Skagit | 54,700 |
| Neah Bay | Clallam | 43,700 |
| Newport | Pend Oreille | 7,700 |
| Ocean Shores | Grays Harbor | 61,100 |
| Olympia | Thurston | 101,300 |
| Omak | Okanogan | 28,600 |
| Opportunity | Spokane | 318,100 |
| Othello | Adams | 14,400 |
| Pasco | Franklin | 29,900 |
| Port Angeles | Clallam | 43,700 |
| Prosser | Benton | 114,600* |
| Pullman | Whitman | 41,000 |
| Puyallup | Pierce | 422,300 |
| Quincy | Grant | 49,000 |
| Raymond | Pacific | 16,200 |
| Richland | Benton | 114,600* |
| Seattle | King | 1,414,900* |
| Shelton | Mason | 24,700 |
| Spokane | Spokane | 318,100 |
| Summer | Pierce | 422,300 |
| Sunnyside | Yakima | 157,900 |
| Tacoma | Pierce | 422,300 |
| Toppenish | Yakima | 157,900 |
| Vancouver | Clark | 165,900 |
| Walla Walla | Walla Walla | 43,400 |
| Wenatchee | Chelan | 41,600 |
| Yakima | Yakima | 157,900 |

### West Virginia

| | | |
|---|---|---|
| Beckley | Raleigh | 80,300 |
| Berkeley Springs | Morgan | 9,200 |
| Bethany | Brooke | 31,600 |
| Bluefield | Mercer | 68,400 |
| Buckhannon | Upshur | 22,400 |
| Charles Town | Jefferson | 24,500 |
| Charleston | Kanawha | 252,400 |
| Clarksburg | Harrison | 78,200 |
| Elkins | Randolph | 26,800 |
| Fairmont | Marion | 64,500 |
| Fisher | Hardy | 9,600 |
| Fort Gay | Wayne | 39,700 |
| Grafton | Taylor | 15,400 |
| Hinton | Summers | 14,200 |
| Huntington | Cabell | 292,600* |
| Hurricane | Putnam | 31,200 |
| Keyser | Mineral | 25,700 |
| Kingwood | Preston | 27,300 |
| Logan | Logan | 48,000 |
| Madison | Boone | 29,300 |
| Martinsburg | Berkeley | 41,200 |
| Matewan | Mingo | 36,000 |
| Milton | Cabell | 292,600* |
| Montgomery | Fayette | 53,700 |
| Morgantown | Monongalia | 67,100 |
| Moundsville | Marshall | 40,300 |
| New Martinsville | Wetzel | 20,800 |
| Oak Hill | Fayette | 53,700 |
| Parkersburg | Wood | 153,600* |
| Philippi | Barbour | 16,400 |
| Pineville | Wyoming | 33,600 |
| Princeton | Mercer | 68,400 |
| Rainelle | Greenbrier | 34,400 |
| Ravenswood | Jackson | 22,100 |
| Richwood | Nicholas | 25,600 |
| Romney | Hamphsire | 13,500 |
| Ronceverte | Greenbrier | 34,400 |
| Salem | Harrison | 78,200 |
| Shepherdstown | Jefferson | 24,500 |
| South Charlestown | Kanawha | 252,400* |
| Spencer | Roane | 15,000 |
| St. Albans | Kanawha | 252,400* |
| Sutton | Braxton | 13,400 |
| Weirton | Hancock | 164,500* |
| Welch | Mc Dowell | 51,700 |
| Weston | Lewis | 18,600 |
| Wheeling | Ohio | 182,000* |
| White Sulphur Springs | Greenbrier | 34,400 |
| Williamson | Mingo | 36,000 |

### Wisconsin

| | | |
|---|---|---|
| Amery | Polk | 30,900 |
| Antigo | Langlade | 20,400 |
| Appleton | Outagamie | 290,500* |
| Ashland | Ashland | 16,900 |
| Auburndale | Wood | 69,100 |
| Baraboo | Sauk | 41,200 |
| Beaver Dam | Dodge | 74,800 |
| Beloit | Rock | 135,900 |
| Berlin | Green Lake | 17,400 |
| Black River Falls | Jackson | 16,200 |
| Brule | Douglas | 262,500* |
| Burlington | Racine | 177,500 |
| Chippewa Falls | Chippewa | 50,800 |
| Colfax | Dunn | 33,300 |
| Delafield | Waukesha | 49,100 |
| Dodgeville | Iowa | 19,900 |
| Durand | Pepin | 7,900 |
| Eagle River | Vilas | 14,200 |
| Eau Claire | Eau Claire | 126,400* |
| Fond Du Lac | Fond Du Lac | 88,900 |
| Fort Atkinson | Jefferson | 66,200 |
| Green Bay | Brown | 176,200 |
| Hartford | Washington | 78,100 |
| Hayward | Sawyer | 12,100 |
| Highland | Iowa | 19,900 |
| Holmen | La Crosse | 88,800 |
| Jackson | Washington | 78,100 |
| Janesville | Rock | 135,100 |
| Kaukauna | Outagamie | 290,500 |
| Kenosha | Kenosha | 126,600 |
| Kewaunee | Kewaunee | 20,700 |
| La Crosse | La Crosse | 88,800 |
| Ladysmith | Rusk | 15,800 |
| Lake Geneva | Walworth | 67,000 |
| Lancaster | Grant | 50,200 |
| Madison | Dane | 315,300 |
| Manitowoc | Manitowoc | 83,200 |
| Marinette | Marinette | 39,500 |
| Marshfield | Wood | 69,100 |
| Mauston | Juneau | 19,300 |
| Medford | Taylor | 18,800 |
| Menomonee Falls | Waukeesha | 267,300 |
| Menomonie | Dunn | 33,300 |
| Merrill | Lincoln | 25,600 |
| Middleton | Dane | 315,300 |
| Milton | Rock | 135,900 |
| Milwaukee | Milwaukee | 1,507,500* |
| Minocqua | Oneida | 30,700 |
| Monroe | Green | 29,900 |
| Neenah-Menasha | Winnebago | 290,500 |
| Neillsville | Clark | 33,800 |
| New London | Waupaca | 41,800 |
| New Richmond | St. Croix | 41,500 |
| Oconto | Oconto | 29,200 |
| Oshkosh | Winnebago | 290,500* |
| Park Falls | Price | 16,100 |
| Platteville | Grant | 50,200 |
| Plymouth | Sheboygan | 101,400 |
| Port Washington | Ozaukee | 67,200 |
| Portage | Columbia | 43,400 |
| Poynette | Columbia | 43,400 |
| Prairie Du Chien | Crawford | 16,500 |
| Racine | Racine | 177,500 |
| Reedsburg | Sauk | 41,200 |
| Rhinelander | Oneida | 30,700 |
| Rice Lake | Barron | 38,100 |
| Richland Center | Richland | 15,900 |
| Ripon | Fond du Lac | 88,900 |
| River Falls | Pierce | 30,900 |
| Sauk City | Sauk | 41,200 |
| Shawano | Shawano | 35,200 |
| Sheboygan | Sheboygan | 101,400 |
| Shell Lake | Washburn | 13,100 |
| Sparta | Monroe | 34,800 |
| Stevens Point | Portage | 55,500 |
| Sturgeon Bay | Door | 23,500 |
| Sun Prairie | Dane | 315,300 |
| Superior | Douglas | 262,500 |
| Suring | Oconto | 29,200 |
| Tomah | Monroe | 34,800 |
| Tomahawk | Lincoln | 25,600 |
| Two Rivers | Manitowoc | 83,200 |
| Viroqua | Vernon | 25,400 |
| Watertown | Jefferson | 66,200 |
| Waukesha | Waukesha | 267,300 |
| Waupaca | Waupauka | 41,800 |
| Waupun | Fond du Lac | 88,900 |
| Wausau | Marathon | 106,300 |
| Wauwatosa | Milwaukee | 1,507,500* |
| West Allis | Milwaukee | 1,507,500* |
| West Bend | Washington | 73,100 |
| Whitewater | Walworth | 67,000 |
| Wisconsin Dells | Columbia | 43,400 |
| Wisconsin Rapids | Woods | 69,100 |

### Wyoming

| | | |
|---|---|---|
| Buffalo | Johnson | 6,200 |
| Casper | Natrona | 58,000 |
| Cheyenne | Laramie | 64,100 |
| Cody | Park | 19,800 |
| Douglas | Converse | 10,500 |
| Ethete | Fremont | 32,500 |
| Evanston | Uinta | 10,500 |
| Gillette | Campbell | 15,300 |
| Green River | Sweetwater | 33,800 |
| Jackson | Teton | 6,700 |
| Kemmerer | Lincoln | 10,100 |
| Lander | Fremont | 32,500 |
| Laramie | Albany | 29,000 |
| Newcastle | Weston | 6,800 |
| Powell | Park | 19,800 |
| Rawlins | Carbon | 17,700 |
| Riverton | Fremont | 32,500 |
| Rock Springs | Sweetwater | 33,800 |
| Sheridan | Sheridan | 21,500 |
| Thermopolis | Hot Springs | 5,200 |
| Torrington | Goshen | 12,500 |
| Wheatland | Platte | 7,500 |
| Worland | Washakie | 8,000 |

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# Television Revenues and Income

Complete financial data for television stations and networks for the years 1974-1978 appeared in the following issues of BROADCASTING magazine.

**1974**—Aug. 25, 1975 issue, page 25, and Sept. 8, 1975 issue, page 36. (Note: Some revised figures appeared in the Nov. 10, 1975 issue, page 20.)

**1975**—Aug. 2, 1976 issue, page 33.

**1976**—Aug. 29, 1977 issue, page 23.

**1977**—Aug. 14, 1978 issue, page 35. (Note: Some revised figures appeared in the Aug. 21, 1978 issue, page 22, and in the Aug. 28, 1978 issue, page 20.)

**1978**—July 30, 1979 issue, page 38. (Note: Some revised figures appeared in the Aug. 13, 1979 issue, page 17.)

($ Millions)

| Year | Revenues | Expenses | Income[1] |
|---|---|---|---|
| 1952 | $324.2 | $268.7 | $55.5 |
| 1953 | 431.8 | 360.5 | 71.3 |
| 1954 | 592.9 | 502.6 | 90.3 |
| 1955 | 744.7 | 594 | 150.2 |
| 1956 | 896.9 | 707.3 | 189.6 |
| 1957 | 943.2 | 783.2 | 160.0 |
| 1958 | 1,030.0 | 858.1 | 171.9 |
| 1959 | 1,163.9 | 941.6 | 222.3 |
| 1960 | 1,268.6 | 1,024.5 | 244.1 |
| 1961 | 1,318.3 | 1,081.3 | 237.0 |
| 1962 | 1,486.2 | 1,174.6 | 311.6 |
| 1963 | 1,793.3 | 1,377.7 | 415.6 |
| 1965 | 1,964.8 | 1,516.9 | 447.9 |
| 1966 | 2,203.0 | 1,710.1 | 492.9 |
| 1967 | 2,275.4 | 1,860.8 | 414.6 |
| 1968 | 2,520.9 | 2,026.1 | 494.8 |
| 1969 | 2,796.2 | 2,242.6 | 553.6 |
| 1970 | 2,808.2 | 2,354.4 | 453.8 |
| 1971 | 2,750.3 | 2,361.2 | 389.2 |
| 1972 | 3,179.4 | 2,627.3 | 552.2 |
| 1973 | 3,464.8 | 2,811.7 | 653.1 |
| 1974 | 3,781.5 | 3,043.2 | 738.3 |
| 1975 | 4,094.1 | 3,313.8 | 780.3 |
| 1976 | 5,198.5 | 3,948.3 | 1,250.2 |
| 1977 | 5,889.0 | 4,488.0 | 1,401.0 |
| 1978 | 6,913.0 | 5,265.9 | 1,647.1 |

Before Federal income tax

# Radio Revenues and Income

Complete financial data for radio stations and networks for the years 1968-1978 appeared in the following issues of BROADCASTING magazine.

**1968**—Oct. 20, 1969 issue, page 21.

**1969**—Dec. 14, 1970 issue, page 34.

**1970**—Jan. 10, 1972 issue, page 71.

**1971**—Jan. 1, 1973 issue, page 55.

**1972**—Dec. 31, 1973 issue, page 55.

**1973**—Jan. 20, 1975 issue, page 49. (Revised footnotes for page 62, Jan. 20, 1975 issue, appeared later in the Jan. 27, 1975 issue, page 78.)

**1974**—Nov. 10, 1975 issue, page 27, and Nov. 17, 1975 issue, page 53.

**1975**—Nov. 8, 1976 issue, page 57.

**1976**—Dec. 12, 1977 issue, page 27. (FCC corrections appeared in the April 10, 1978 issue, page 120.)

**1977**—Dec. 11, 1978 issue, page 35.

**1978**—Dec. 10, 1979 issue, page 37. In 1978 radio income reached $311.1 million, based on revenues of $2,635,303,000 minus expenses of $2,324,238,000.

# Television Billings 1948-1978

Figures for the years 1949 through 1967 are net time sales by stations and networks after all frequency and promotional discounts but before deduction of commissions to agencies and representatives. **Figures for 1968 through 1978 were** computed under a new formula and represent total amounts paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representatives and payments for broadcast time and programs, materials, facilities and services supplied by broadcast stations and networks in connection with the sale of time. Figures are based on FCC data.

| *Year* | *National network* | *change* | *National non-network* | *change* | *Local* | *change* | *Total* | *change* |
|---|---|---|---|---|---|---|---|---|
| **1948*** | $ 2,500,000 | | | | $ 6,200,000 | | $ 8,700,000 | |
| **1949** | 10,796,000 | | $ 7,275,000 | | 9,460,000 | | 27,530,000 | |
| **1950** | 35,210,000 | +226.1% | 25,034,000 | +244.1% | 30,385,000 | +221.2% | 90,629,000 | +229.2% |
| **1951** | 97,558,000 | +177.1 | 59,733,000 | +138.6 | 51,304,000 | + 68.8 | 208,595,000 | +130.2 |
| **1952** | 137,664,000 | + 41.1 | 80,235,000 | + 34.3 | 65,171,000 | + 27.0 | 283,070,000 | + 35.7 |
| **1953** | 171,900,000 | + 24.9 | 124,318,000 | + 54.9 | 88,474,000 | + 35.8 | 384,692,000 | + 35.9 |
| **1954** | 241,224,000 | + 40.3 | 176,766,000 | + 42.2 | 120,131,000 | + 35.8 | 538,122,000 | + 39.9 |
| **1955** | 308,900,000 | + 28.1 | 222,400,000 | + 25.8 | 149,800,000 | + 24.7 | 681,100,000 | + 26.6 |
| **1956** | 367,700,000 | + 19.0 | 281,200,000 | + 26.4 | 174,200,000 | + 16.3 | 823,100,000 | + 20.8 |
| **1957** | 394,200,000 | + 7.7 | 300,500,000 | + 6.9 | 174,000,000 | − 0.1 | 868,700,000 | + 5.5 |
| **1958** | 424,500,000 | + 7.7 | 345,200,000 | + 14.9 | 181,300,000 | + 4.2 | 951,000,000 | + 9.5 |
| **1959** | 445,800,000 | + 5.0 | 424,200,000 | + 22.9 | 200,600,000 | + 10.6 | 1,070,600,000 | + 12.6 |
| **1960** | 471,600,000 | + 5.8 | 459,200,000 | + 8.3 | 215,800,000 | + 7.6 | 1,146,600,000 | + 6.5 |
| **1961** | 480,300,000 | + 1.8 | 480,100,000 | + 4.6 | 199,600,000 | − 7.5 | 1,160,000,000 | + 1.1 |
| **1962** | 521,500,000 | + 8.5 | 554,100,000 | + 15.4 | 227,900,000 | + 14.2 | 1,303,500,000 | + 10.2 |
| **1963** | 537,900,000 | + 3.1 | 616,000,000 | + 11.2 | 240,800,000 | + 5.7 | 1,394,000,000 | + 6.9 |
| **1964** | 562,800,000 | + 4.6 | 710,800,000 | + 15.4 | 275,700,000 | + 14.5 | 1,549,300,000 | + 11.0 |

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| Year | National network | % change | National non-network | % change | Local | % change | Total | % change |
|---|---|---|---|---|---|---|---|---|
| **1965** | 585,100,000 | + 3.9 | 785,700,000 | + 10.5 | 302,900,000 | + 9.9 | 1,673,700,000 | + 8.0 |
| **1966** | 616,700,000 | + 3.8 | 871,700,000 | + 10.9 | 346,400,000 | + 14.4 | 1,834,800,000 | + 9.1 |
| **1967** | 609,600,000 | − 1.2 | 871,700,000 | 0 | 365,300,000 | + 5.5 | 1,846,600,000 | + 0.6 |
| **1968** | 1,424,300,000 | 4.8 | 1,009,800,000 | 14.4 | 482,000,000 | 22.8 | 2,916,100,000 | |
| **1969** | 1,569,600,000 | + 10.2 | 1,119,100,000 | + 10.8 | 546,800,000 | + 13.4 | 3,235,500,000 | + 10.9 |
| **1970** | 1,551,100,000 | − 1.2 | 1,102,600,000 | − 1.5 | 589,100,000 | + 7.7 | 3,242,800,000 | + 0.2 |
| **1971** | 1,490,400,000 | − 4.2 | 1,022,800,000 | − 7.2 | 665,600,000 | + 13.0 | 3,178,800,000 | − 2.0 |
| **1972** | 1,687,500,000 | + 13.2 | 1,177,400,000 | + 15.1 | 810,100,000 | + 21.7 | 3,675,000,000 | + 15.6 |
| **1973** | 1,839,700,000 | + 9.0 | 1,230,200,000 | + 4.5 | 932,200,000 | + 15.1 | 4,002,100,000 | + 9.0 |
| **1974** | 2,005,600,000 | + 9.0 | 1,337,300,000 | + 8.7 | 1,013,700,000 | + 8.7 | 4,356,600,000 | + 8.9 |
| **1975** | 2,156,700,000 | + 7.5 | 1,449,200,000 | + 8.4 | 1,116,200,000 | + 10.1 | 4,722,100,000 | + 8.4 |
| **1976** | 2,674,900,000 | + 24.0 | 1,922,600,000 | + 32.7 | 1,431,900,000 | + 28.2 | 6,029,300,000 | + 27.7 |
| **1977** | 3,241,200,000 | + 21.0 | 1,367,300,000 | + 2.3 | 1,630,900,000 | + 13.9 | 6,839,300,000 | + 13.4 |
| **1978** | **3,724,800,000** | **+14.9** | **2,304,200,000** | **+16.8** | **2,029,500,000** | **+24.5** | **8,058,500,000** | **+17.8** |

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*In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of financial reporting are not comparable with time sales in ensuing years.

## U.S. Sales of Television Receivers—1946-1978

Data compiled by Electronic Industries Association. All figures are in thousands (add 000)

| | Monochrome[a] | | Color[b] | | Total Monochrome & Color | |
|---|---|---|---|---|---|---|
| Year | Units | Dollars | Units | Dollars | Units | Dollars |
| **1946** | 6 | 1,000 | | | 6 | 1,000 |
| **1947** | 179 | 50,000 | | | 179 | 50,000 |
| **1948** | 970 | 226,000 | | | 970 | 226,000 |
| **1949** | 2,970 | 574,000 | | | 2,970 | 574,000 |
| **1950** | 7,355 | 1,397,000 | | | 7,355 | 1,397,000 |
| **1951** | 5,312 | 944,000 | | | 5,312 | 944,000 |
| **1952** | 6,194 | 1,064,000 | | | 6,194 | 1,064,000 |
| **1953** | 6,870 | 1,170,000 | | | 6,870 | 1,170,000 |
| **1954** | 7,405 | 1,040,000 | 5 | 2,000 | 7,410 | 1,042,000 |
| **1955** | 7,738 | 1,068,000 | 20 | 10,000 | 7,758 | 1,078,000 |
| **1956** | 7,351 | 934,000 | 100 | 46,000 | 7,451 | 980,000 |
| **1957** | 6,388 | 831,000 | 85 | 37,000 | 6,473 | 868,000 |
| **1958** | 5,051 | 686,000 | 80 | 34,000 | 5,131 | 720,000 |
| **1959** | 6,278 | 806,000 | 90 | 37,000 | 6,368 | 843,000 |
| **1960** | 5,709 | 750,091 | 120 | 47,000 | 5,829 | 797,091 |
| **1961** | 6,168 | 757,500 | 147 | 56,000 | 6,315 | 813,500 |
| **1962** | 6,696 | 851,000 | 438 | 154,000 | 7,134 | 1,005,000 |
| **1963** | 7,236 | 841,000 | 747 | 258,000 | 7,983 | 1,099,000 |
| **1964** | 8,360 | 896,000 | 1,404 | 488,000 | 9,764 | 1,384,000 |
| **1965** | 8,753 | 910,000 | 2,694 | 959,000 | 11,447 | 1,869,000 |
| **1966** | 7,702 | 756,000 | 5,012 | 1,861,000 | 12,714 | 2,617,000 |
| **1967** | 6,001 | 555,000 | 5,563 | 2,015,000 | 11,564 | 2,570,000 |
| **1968** | 6,996 | 591,000 | 6,215 | 2,086,000 | 13,211 | 2,677,000 |
| **1969** | 7,117 | 554,000 | 6,191 | 2,031,000 | 13,308 | 2,585,000 |
| **1970** | 6,900 | 518,000 | 5,320 | 1,684,000 | 12,220 | 2,202,000 |
| **1971*** | 7,647 | 621,000 | 7,274 | 2,355,000 | 14,921 | 2,976,000 |
| **1972** | 8,239 | 649,000 | 8,845 | 2,825,000 | 17,084 | 3,474,000 |
| **1973** | 7,297 | 560,000 | 10,071 | 3,097,000 | 17,368 | 3,657,000 |
| **1974** | 6,868 | 543,000 | 8,411 | 2,658,000 | 15,279 | 3,201,000 |
| **1975** | 4,418 | 371,000 | 6,219 | 2,121,000 | 10,637 | 2,492,000 |
| **1976** | 5,937 | 528,000 | 8,194 | 2,860,000 | 14,131 | 3,388,000 |
| **1977** | 6,090 | 542,000 | 9,341 | 3,269,000 | 15,431 | 3,811,000 |
| **1978** | **6,733** | **572,000** | **10,674** | **3,736,000** | **17,407** | **4,308,000** |

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Prior to 1971, data reflects factory sales by U.S. manufacturers plus those products imported directly by distributors or dealers for resale. Import statistics are based on average value as published by the U.S. Department of Commerce, which is F.O.B. and therefore excludes U.S. import duties, freight charted from the foreign country to the U.S. and insurance.

*Data from 1971 on reflects products produced or purchased by U.S. manufacturers plus those products imported directly by distributors or dealers for resale. Import statistics are adjusted to U.S. factory values, inciding U.S. import duties, freight charged from the foreign country to the U.S., and insurance.

a Estimated for years 1946-1954.

b Estimated for years 1954-1960. Data for 1961-1963 from U.S. Department of Commerce. Data for 1964 and subsequent years from EIA reports.

Figures compiled by Electronic Industries Association.

# Radio Billings 1935-1978

Figures for the years 1935 through 1967 are net time sales by stations and networks after all frequency and promotional discounts but before deduction of commissions to agencies and representatives. Figures from 1969 on were computed under a new formula and represent total amounts paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representatives and payments for broadcast time and programs, materials, facilities and services supplied by broadcast stations and networks in connection with the sale of time. Figures are based on FCC data.

| Year | National network | % change | Regional network | % change | National non-network | % change | Local | % change | Total | % change |
|---|---|---|---|---|---|---|---|---|---|---|
| **1935** | $ 39,737,867 | | | | $ 13,805,200 | | $ 26,074,476 | | 79,617,543 | |
| **1936** | | | | | | | | | | |
| **1937** | 56,192,396 | +41.4 | 2,854,047 | | 23,117,136 | +67.4 | 35,745,394 | +37.1 | 117,908,973 | +48.1 |
| **1938** | 56,612,925 | + 0.7 | | | 28,109,185 | +21.6 | 32,657,349 | − 8.7 | 117,379,459 | − 0.6 |
| **1939** | 62,621,689 | +10.6 | | | 30,030,563 | + 6.8 | 37,315,774 | +14.2 | 129,968,026 | +10.7 |
| **1940** | 71,919,428 | +13.1 | 1,869,583 | | 37,140,144 | +23.8 | 44,756,792 | +20.0 | 155,686,247 | +20.5 |
| **1941** | 79,621,534 | +10.7 | 2,752,073 | +47.2 | 45,681,959 | +23.0 | 51,697,651 | +15.5 | 179,753,217 | +15.4 |
| **1942** | 81,744,395 | + 2.7 | 3,444,581 | +25.2 | 51,059,159 | +11.8 | 53,898,916 | + 4.2 | 190,147,052 | + 5.8 |
| **1943** | 99,389,177 | +21.6 | 6,256,508 | +81.6 | 59,352,170 | +16.2 | 64,104,309 | +18.9 | 228,102,164 | +20.0 |
| **1944** | 121,757,135 | +22.5 | 7,612,366 | +21.7 | 73,312,899 | +23.5 | 84,960,347 | +29.3 | 287,642,747 | +26.1 |
| **1945** | 125,671,834 | + 3.2 | 8,301,702 | + 9.1 | 76,696,463 | + 4.6 | 99,814,042 | +17.5 | 310,484,046 | + 7.9 |
| **1946** | 126,737,727 | + 0.8 | 8,043,381 | − 3.1 | 82,917,505 | + 8.1 | 116,380,301 | +16.6 | 334,076,914 | + 7.6 |
| **1947** | 127,713,942 | + 0.8 | 7,012,689 | −12.8 | 91,581,241 | +10.4 | 147,778,814 | +27.0 | 374,086,686 | +12.0 |
| **1948** | 133,723,098 | + 4.5 | 7,329,255 | + 4.3 | 104,759,761 | +14.4 | 170,908,165 | +15.6 | 416,720,279 | +11.4 |
| **1949** | 128,903,467 | − 3.6 | 5,994,858 | −18.2 | 108,314,507 | + 3.4 | 182,144,301 | + 6.5 | 425,357,133 | + 2.1 |
| **1950** | 124,633,089 | − 3.3 | 6,897,127 | +15.0 | 118,823,880 | + 9.7 | 203,210,834 | +11.6 | 453,564,930 | + 6.6 |
| **1951** | 113,984,000 | − 8.5 | 8,481,000 | +23.0 | 119,559,000 | + 0.6 | 214,519,000 | + 5.6 | 456,543,000 | + 0.6 |
| **1952** | 102,528,000 | −10.0 | 7,334,000 | −13.5 | 123,658,000 | + 3.4 | 239,631,000 | +11.7 | 473,151,000 | + 3.6 |
| **1953** | 92,865,000 | − 9.4 | 5,192,000 | −29.2 | 129,605,000 | + 4.8 | 249,544,000 | + 4.1 | 477,206,000 | + 0.9 |

# U.S. Radio Set Sales—1922-1978

Figures compiled by Marketing World Ltd., New York

| Year | Total radio sets manufactured | | Automobile sets manufactured | | Auto sets in use |
|---|---|---|---|---|---|
| | Number | Retail value | Number | Retail value | Number |
| **1922** | 100,000 | $ 5,000,000 | | | |
| **1923** | 550,000 | 30,000,000 | | | |
| **1924** | 1,500,000 | 100,000,000 | | | |
| **1925** | 2,000,000 | 165,000,000 | | | |
| **1926** | 1,750,000 | 200,000,000 | | | |
| **1927** | 1,350,000 | 168,000,000 | | | |
| **1928** | 3,281,000 | 400,000,000 | | | |
| **1929** | 4,428,000 | 600,000,000 | | | |
| **1930** | 3,827,000 | 300,000,000 | 34,000 | $ 3,000,000 | |
| **1931** | 3,420,000 | 225,000,000 | 108,000 | 5,940,000 | 100,000 |
| **1932** | 3,000,000 | 140,000,000 | 143,000 | 7,150,000 | 250,000 |
| **1933** | 3,806,000 | 180,500,000 | 724,000 | 28,598,000 | 500,000 |
| **1934** | 4,084,000 | 214,500,000 | 780,000 | 28,000,000 | 1,250,000 |
| **1935** | 6,026,800 | 330,192,480 | 1,125,000 | 54,562,500 | 2,000,000 |
| **1936** | 8,248,000 | 450,000,000 | 1,412,000 | 69,188,000 | 3,500,000 |
| **1937** | 8,064,780 | 450,000,000 | 1,750,000 | 87,500,000 | 5,000,000 |
| **1938** | 6,000,000 | 210,000,000 | 800,000 | 32,000,000 | 6,000,000 |
| **1939** | 10,500,000 | 354,000,000 | 1,200,000 | 48,000,000 | 6,500,000 |
| **1940** | 11,800,000 | 450,000,000 | 1,700,000 | 60,000,000 | 7,500,000 |
| **1941** | 13,000,000 | 460,000,000 | 2,000,000 | 70,000,000 | 8,750,000 |
| **1942** | 4,400,000 | 154,000,000 | 350,000 | 12,250,000 | 9,000,000 |
| **1943** | | | | | 8,000,000 |
| **1944** | | | | | 7,000,000 |
| **1945** | 500,000 | 20,000,000 | | | 6,000,000 |
| **1946** | 14,000,000 | 700,000,000 | 1,200,000 | 72,000,000 | 7,000,000 |
| **1947** | 17,000,000 | 800,000,000 | 3,200,000 | 194,000,000 | 9,000,000 |
| **1948** | 14,000,000 | 600,000,000 | 4,100,000 | 293,000,000 | 11,000,000 |
| **1949** | 10,000,000 | 500,000,000 | 3,500,000 | 240,000,000 | 14,000,000 |

# Radio Billings

| Year | National network | % change | Regional network | % change | National non-network | % change | Local | % change | Total | % change |
|---|---|---|---|---|---|---|---|---|---|---|
| **1954** | 78,917,000 | −15.0 | 4,767,000 | − 8.2 | 120,168,000 | − 7.3 | 247,478,000 | − 0.8 | 451,330,000 | − 5.4 |
| **1955** | 60,268,000 | −23.6 | 3,809,000 | −20.1 | 120,393,000 | + 0.2 | 272,011,000 | + 9.9 | 456,481,000 | + 0.7 |
| **1956** | 44,839,000 | −25.6 | 3,585,000 | − 5.9 | 145,461,000 | +20.8 | 297,822,000 | + 9.5 | 491,707,000 | + 7.7 |
| **1957** | 47,951,000 | + 6.9 | 3,709,000 | + 3.5 | 169,511,000 | +16.5 | 316,493,000 | + 6.3 | 537,664,000 | + 9.3 |
| **1958** | 42,786,000 | −10.8 | 3,733,000 | + 0.6 | 171,939,000 | + 1.4 | 323,207,000 | + 2.0 | 541,665,000 | + 0.9 |
| **1959** | 35,633,000 | −23.4 | | | 188,143,000 | + 9.4 | 359,138,000 | +11.1 | 582,914,000 | + 7.6 |
| **1960** | 35,026,000 | − 1.7 | | | 202,102,000 | + 7.4 | 385,346,000 | + 7.3 | 622,474,000 | + 6.8 |
| **1961** | 35,837,000 | + 2.3 | | | 197,352,000 | − 2.4 | 384,053,000 | − 0.3 | 617,242,000 | − 0.8 |
| **1962** | 37,326,000 | + 4.1 | | | 208,455,000 | + 5.6 | 419,468,000 | + 9.2 | 665,249,000 | + 7.8 |
| **1963** | 41,797,000 | +12.5 | | | 220,227,000 | + 5.7 | 449,717,000 | + 7.2 | 711,741,000 | + 7.0 |
| **1964** | 43,783,000 | + 4.8 | | | 232,038,000 | + 5.4 | 487,947,000 | + 8.5 | 763,768,000 | + 7.3 |
| **1965** | 44,602,000 | + 1.9 | | | 247,942,000 | + 6.9 | 535,238,000 | + 9.7 | 827,782,000 | + 8.4 |
| **1966** | 47,217,000 | + 5.9 | | | 284,522,000 | +12.0 | 580,210,000 | + 9.7 | 911,979,000 | +10.2 |
| **1967** | 47,600,000 | + 0.8 | | | 289,800,000 | + 1.8 | 602,200,000 | + 5.0 | 946,600,000 | + 3.8 |
| **1968** | 54,700,000 | +12.7 | | | 342,200,000 | +14.7 | 733,400,000 | +14.4 | 1,130,300,000 | +13.3 |
| **1969** | 50,900,000 | − 6.9 | | | 349,600,000 | + 2.2 | 799,900,000 | + 9.1 | 1,200,400,000 | + 6.2 |
| **1970** | 48,800,000 | − 4.1 | | | 355,300,000 | + 1.6 | 852,700,000 | + 6.6 | 1,256,800,000 | + 4.7 |
| **1971** | 55,100,000 | +12.9 | | | 378,000,000 | + 6.4 | 954,600,000 | +10.7 | 1,387,700,000 | +10.1 |
| **1972** | 65,000,000 | +18.0 | | | 384,300,000 | + 1.7 | 1,098,400,000 | +15.1 | 1,547,700,000 | +11.5 |
| **1973** | 59,400,000 | − 8.6 | | | 382,300,000 | − 0.4 | 1,205,400,000 | +10.5 | 1,647,100,000 | + 7.0 |
| **1974** | 60,300,000 | + 1.5 | | | 386,800,000 | + 1.2 | 1,308,800,000 | + 8.6 | 1,755,900,000 | + 6.6 |
| **1975** | 72,700,000 | +20.6 | | | 416,300,000 | + 7.6 | 1,403,300,000 | + 7.2 | 1,892,300,000 | + 7.8 |
| **1976** | 92,200,000 | +26.8 | | | 494,600,000 | +18.8 | 1,639,300,000 | +16.8 | 2,226,100,000 | +17.6 |
| **1977** | 118,100,000 | +28.0 | …… | …… | 521,300,000 | + 5.3 | 1,873,100,000 | +14.2 | 2,512,500,000 | +12.8 |
| **1978** | **126,400,000** | **+7.0** | | | **592,100,000** | **+13.6** | **2,208,400,000** | **+17.9** | **2,926,900,000** | **+16.5** |

# Radio Set Sales

Data compiled by Electronic Industries Association. All figures are in thousands (add 000).

| Year | Domestic label | | Other imports | | Total | | Total auto radio | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Units | Dollars | Units | Dollars | Units | Dollars | Units | Dollars | Units | Dollars |
| **1950** | 9,216 | …… | 2 | …… | 9,218 | …… | 4,740 | …… | 13,958 | …… |
| **1951** | 6,440 | …… | 5 | …… | 6,445 | …… | 4,544 | …… | 10,989 | …… |
| **1952** | 7,220 | …… | 12 | …… | 7,232 | …… | 3,243 | …… | 10,475 | …… |
| **1953** | 7,258 | …… | 25 | …… | 7,283 | …… | 5,183 | …… | 12,466 | …… |
| **1954** | 6,064 | …… | 55 | …… | 6,119 | …… | 4,124 | …… | 10,243 | …… |
| **1955** | 7,187 | …… | 140 | …… | 7,327 | …… | 6,863 | …… | 14,190 | …… |
| **1956** | 8,351 | …… | 600 | …… | 8,951 | …… | 5,057 | …… | 14,008 | …… |
| **1957** | 8,952 | …… | 1,000 | …… | 9,952 | …… | 5,496 | …… | 15,448 | …… |
| **1958** | 8,227 | $159,000 | 2,570 | …… | 10,797 | …… | 3,715 | $96,000 | 14,512 | …… |
| **1959** | 9,947 | 192,000 | 5,825 | …… | 15,772 | …… | 5,501 | 130,000 | 21,273 | …… |
| **1960** | 10,513 | 190,000 | 7,518 | …… | 18,031 | …… | 6,432 | 154,000 | 24,463 | …… |
| **1961** | 11,590 | 190,000 | 12,064 | …… | 23,654 | …… | 5,568 | 134,000 | 29,222 | …… |
| **1962** | 11,811 | 207,000 | 12,970 | …… | 24,781 | …… | 7,249 | 181,000 | 32,030 | …… |
| **1963** | 10,439 | 179,000 | 13,163 | …… | 23,602 | …… | 7,946 | 206,000 | 31,548 | …… |
| **1964** | 10,836 | 179,000 | 12,722 | $88,000 | 23,558 | $267,000 | 8,313 | 205,000 | 31,871 | $472,000 |
| **1965** | 13,812 | 212,000 | 17,877 | 116,000 | 31,689 | 328,000 | 10,037 | 248,000 | 41,726 | 576,000 |
| **1966** | 14,468 | 231,000 | 20,311 | 115,000 | 34,779 | 346,000 | 9,394 | 267,000 | 44,173 | 613,000 |
| **1967** | 12,568 | 201,000 | 19,116 | 132,000 | 31,684 | 333,000 | 9,527 | 259,000 | 41,211 | 592,000 |
| **1968** | 11,660 | 191,000 | 22,662 | 180,000 | 34,322 | 371,000 | 12,510 | 330,000 | 46,832 | 701,000 |
| **1969** | 10,400 | 166,000 | 29,014 | 256,000 | 39,414 | 422,000 | 11,939 | 316,000 | 51,353 | 738,000 |
| **1970** | 7,948 | 124,000 | 26,101 | 256,000 | 34,049 | 380,000 | 10,378 | 271,000 | 44,427 | 651,000 |
| ***1971** | 8,224 | 131,000 | 25,811 | 356,000 | 34,105 | 487,000 | 13,505 | 315,000 | 47,610 | 802,000 |
| **1972** | 9,848 | 157,000 | 32,301 | 449,000 | 42,149 | 606,000 | 13,162 | 377,000 | 55,311 | 983,000 |
| **1973** | | | …… | …… | 37,652 | 572,000 | 12,546 | 391,000 | 50,198 | 963,000 |
| **1974** | …… | …… | | | 33,230 | 559,008 | 10,762 | 370,000 | 43,992 | 929,000 |
| **1975** | | | …… | …… | 25,276 | 369,000 | 9,239 | 355,000 | 34,515 | 724,000 |
| **1976** | | | | | 31,656 | 398,000 | 12,445 | 497,000 | 44,101 | 895,000 |
| **1977** | …… | …… | …… | …… | 40,036 | 509,000 | 12,890 | 534,000 | 52,926 | 1,043,000 |
| **1978** | …… | …… | …… | …… | **35,367** | **485,000** | **12,668** | **582,000** | **48,035** | **1,067,000** |

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** Prior to 1971, data reflects factory sales by U.S. manufacturers plus those products imported directly by distributors or dealers for resale. All import statistics are based on average value as published by the U.S. Department of Commerce, which is F.O.B., and therefore excludes U.S. import duties, freight charged from the foreign country to the U.S. and insurance.*

# Radio and Television Audiences

Radio and television were in more U.S. homes than ever before as 1980 approached.

**Radio.** The Radio Advertising Bureau estimated that 76.5 million U.S. homes, 98.9%, were radio-equipped as of Jan. 1, 1979.

**Radio Sets.** The number of working-order radio sets in the U.S. totaled 450 million in January 1979, according to estimates by the Radio Advertising Bureau. RAB estimated that 330 million of these were home and personal radio sets and 120 million were out-of-home receivers.

**Television.** A total of 76.3 million homes, or 98% of all U.S. homes (excluding Alaska and Hawaii) were TV equiped as of January 1, 1980, according to A.C. Nielsen Company.

**Color TV.** Homes equipped with color TV sets totaled 63.50 million, or 83% of all TV homes, as of Jan. 1, 1980, according to A. C. Nielsen Company estimates.

**Viewing and Listening.** The extent to which radio and television sets were used is indicated in the tables that follow. The television figures were furnished by the Nielsen company and its Nielsen Television Index (NTI). The radio data came from RAB and other sources as noted.

## Trend of radio and television ownership

| Year | Radio homes (millions) | TV homes (millions) | Year | Radio homes (millions) | TV homes (millions) |
|---|---|---|---|---|---|
| 1949 | 40.8 | 1.6 | 1965 | 54.9 | 52.6 |
| 1950 | 42.1 | 5.9 | 1965 | 55.2 | 53.8 |
| 1951 | 43.6 | 12.4 | 1966 | 57.0 | 54.9 |
| 1952 | 44.8 | 17.3 | 1967 | 57.5 | 56.0 |
| 1953 | 45.0 | 23.4 | 1968 | 58.5 | 57.0 |
| 1954 | 45.4 | 28.2 | 1969 | 60.6 | 58.5 |
| 1955 | 46.2 | 32.3 | 1970 | 62.0 | 60.1 |
| 1956 | 47.2 | 36.7 | 1971 | 62.6 | 62.1 |
| 1957 | 48.2 | 40.3 | 1972 | 64.1 | 64.8 |
| 1958 | 48.9 | 43.0 | 1973 | 67.4 | 66.2 |
| 1959 | 49.5 | 44.5 | 1974 | 68.9 | 68.5 |
| 1960 | 49.5 | 45.2 | 1975 | 70.4 | 69.6 |
| 1961 | 49.5 | 46.9 | 1976 | 71.4 | 71.2 |
| 1962 | 51.1 | 49.0 | 1977 | 72.9 | 72.9 |
| 1963 | 52.3 | 51.3 | 1978 | 74.6 | 74.5 |
|  |  |  | **1979** | **76.5** | **76.3** |

## TV usage per home per week in hours and minutes

|  | 7am-1pm | 1-4:30pm | 4:30-7:30pm | 7:30-8pm | 8-11pm | 11pm-1am | 1-7am |
|---|---|---|---|---|---|---|---|
| Mon-Fri | 6:27 | 5:41 | 7:37 | 1:34 | — | 3:11 | — |
| Sat. | 1:20 | 1:08 | 1:25 | :17 | 1:46 | — | — |
| Sun. | 1:06 | 1:18 | 1:32 | — | 2:04 | — | — |
| All Days | — | — | — | 2:11 | 13:30 | 4:34 | 2:34 |

*Source: NTI/NAC Audience Demographics Report February 1979.*

## Types of network TV shows and their audiences, February 1979 (7:00-11:00 pm)

|  | Number of programs | % of average audience | % share of programing |
|---|---|---|---|
| General Drama | 14 | 16.6 | 20 |
| Adventure | 3 | 19.1 | 4 |
| Situation Comedy | 27 | 22.4 | 39 |
| Mystery & Suspense | 8 | 19.9 | 11 |
| Feature Film | 7 | 19.6 | 10 |
| All Regular Progs | 70 | 19.3 |  |

*Source: NTI/NAC Audience Demographics Report February 1979*

*note: no Variety type this year*

## TV Audience Composition

| Day part | % of U.S. Homes using TV | Number of viewers per 1000 viewing homes | % of audience per average minute<br>Men | Women | Teens | Children |
|---|---|---|---|---|---|---|
| Monday-Friday, 10 am-1 pm | 26.2 | 1,358 | 22 | 59 | 5 | 14 |
| Monday-Friday, 1-4:30 pm | 32.5 | 1,413 | 19 | 56 | 9 | 16 |
| All nights, 8-11 pm | 64.3 | 1,983 | 34 | 43 | 10 | 13 |

*Source: NTI/NAC Audience Demographics Report February 1979*

**Wayburn.** Co-Ax Cable TV Ltd. 117 2nd St. North East S4H 0T7.(306) 842-4236. Noel P. Sherman, mgr; Donald Waloshin, chief tech. Serves Weyburn.

Subscribers: 3,350; homes passed: 3,199; total homes in licensed area: 3,350. Started 1963. Length 28 mi. Charges: instal $15; $6/mo.

Channel usage: total ch capacity 12; TV chs 6; automated 1; access 2; available unused 3. Total radio stations: 1 FM, 1 AM.

TV stations: CKCK-TV Regina (2-2, CTV); CFSS-TV Carlyle Lake (7-7, CBC); KUMV-TV Williston, N.D. (8-6, NBC, ABC); CBKRT Regina (9-9, CBC); KXMD-TV Williston, N.D. (11-11, CBS, ABC); K70CI Columbus, N.D. (70-13, CBS, ABC).

Origination–automated: ch 4 (news/sports/weather/announcements, studio music; full time).Access: ch 3 (public, 10 hrs); ch 5 (educ, 2 hrs).

Ownership: Agra Industries Ltd.

## Yukon

**Whitehorse.** Northern Television System. No. 203 4103 4th Ave. Y1A 1H6. (403) 667-4247. Dave Austin, station mgr; Keith Bickerstaff, chief tech.

Serves Whitehorse. Smaller TV market.

Subscribers: 3,344; total homes in licensed area: 4,800. Started 1958. Length 70 mi. charges: instal $25; $15/mo.

Channel usage: total ch capacity 12; TV chs 6; automated 2; community 2; other origination programing 1; available unused 1. Total radio stations: 2 AM.

TV stations: CHAN-TV Vancouver, B.C. (8-4, CTV, video tape delay); KCTS-TV Seattle, Wash. (9-na, ETV, tape); KOMO-TV Seattle (4-na, ABC, tape); KING-TV Seattle (5-na, NBC, tape); KVOS-TV Bellingham, Wash. (12-2, CBS, tape); CFWH-TV Whitehorse (6-5, CBC, satellite feed).

Origination–automated:ch 12 (announcements, full time); ch 13 (weather, full time). Community: ch 9 (community, 20 hrs); ch 11 (educ, 15 hrs). Other origination: (studio, remote, live, 10 hrs).

Ownership: R.B. Hougan (also with interest in Klondike Broadcasting),B. Wybrew, et al.

## FCC's CATV Financial Figures

| State | Number communities | Number Financial entities | Number subscribers | Average subscriber rate | Average installation fee | Total operating revenues | Pay TV revenues | Total Operating expenses | Income (loss) before tax | Total assets | % of subs not included |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | 117 | 55 | 272,344 | $7.52 | $18.17 | $29,817,566 | $4,902,851 | $16,890,579 | $6,394,056 | $55,161,329 | 23.9 |
| Alaska | 13 | 10 | 13,779 | 18.35 | 23.50 | 3,741,703 | 221,517 | 2,872,353 | 391,597 | 3,168,902 | 3.7 |
| Arizona | 67 | 38 | 75,701 | 8.49 | 20.76 | 9,860,829 | 853,209 | 6,247,796 | 1,178,986 | 23,636,090 | 12.1 |
| Arkansas | 105 | 62 | 173,548 | 6.49 | 14.97 | 17,257,515 | 787,820 | 9,930,115 | (2,109,923) | 29,852,396 | 0.7 |
| California | 479 | 168 | 1,700,164 | 7.34 | 15.96 | 195,008,161 | 33,504,972 | 111,964,141 | 18,801,976 | 400,845,122 | 11.0 |
| Colorado | 77 | 33 | 98,316 | 7.61 | 17.85 | 9,327,847 | 317,915 | 5,548,242 | (373,790) | 19,196,092 | 2.5 |
| Connecticut | 54 | 16 | 180,602 | 8.41 | 20.46 | 20,710,130 | 3,155,962 | 11,582,934 | 1,469,248 | 50,777,021 | 23.9 |
| Delaware | 42 | 8 | 98,516 | 7.61 | 23.11 | 10,518,044 | 1,273,937 | 5,298,319 | 2,911,135 | 24,485,395 | 0.0 |
| Florida | 307 | 84 | 606,383 | 7.38 | 19.98 | 62,543,152 | 10,120,149 | 41,602,851 | 639,941 | 160,901,636 | 2.8 |
| Georgia | 149 | 61 | 319,645 | 7.19 | 15.03 | 32,780,375 | 4,248,972 | 18,205,973 | 5,820,243 | 52,105,689 | 5.3 |
| Hawaii | 16 | 8 | 57,165 | 6.83 | 32.46 | 4,816,814 | 184,914 | 3,361,397 | (76,090) | 8,381,406 | 39.7 |
| Idaho | 47 | 22 | 46,328 | 7.40 | 22.41 | 5,347,007 | 755,464 | 2,922,652 | 461,034 | 7,928,806 | 26.4 |
| Illinois | 181 | 72 | 386,549 | 7.03 | 16.43 | 36,369,981 | 3,693,522 | 22,291,210 | 4,557,141 | 64,182,790 | 9.0 |
| Indiana | 113 | 52 | 221,705 | 6.65 | 16.26 | 19,502,972 | 1,665,202 | 11,081,389 | 856,293 | 37,860,512 | 18.1 |
| Iowa | 77 | 35 | 154,065 | 7.34 | 14.81 | 16,686,860 | 3,098,467 | 9,326,717 | 1,847,860 | 27,515,049 | 0.0 |
| Kansas | 122 | 83 | 205,687 | 7.49 | 12.50 | 19,564,272 | 1,726,357 | 11,960,474 | 3,374,634 | 29,281,420 | 4.1 |
| Kentucky | 266 | 104 | 199,753 | 6.65 | 17.38 | 38,213,407 | 556,217 | 27,887,017 | 3,439,561 | 35,325,711 | 0.9 |
| Louisiana | 80 | 36 | 259,034 | 7.21 | 13.81 | 19,244,023 | 1,117,469 | 11,462,993 | 1,280,418 | 36,608,896 | 1.7 |
| Maine | 61 | 19 | 83,553 | 7.02 | 14.78 | 7,051,184 | 66,005 | 4,389,259 | (569,435) | 16,370,959 | 12.1 |
| Maryland | 93 | 25 | 79,041 | 7.12 | 16.12 | 7,575,195 | 422,207 | 5,461,304 | 468,640 | 10,513,728 | 27.8 |
| Massachusetts | 98 | 34 | 272,651 | 7.45 | 17.66 | 26,487,768 | 2,498,469 | 15,973,146 | 2,499,583 | 41,383,820 | 0.0 |
| Michigan | 245 | 56 | 355,332 | 6.85 | 16.36 | 38,105,698 | 3,563,777 | 22,511,651 | 1,157,534 | 70,914,050 | 14.0 |
| Minnesota | 135 | 87 | 172,571 | 7.13 | 16.18 | 16,068,796 | 1,354,109 | 9,030,963 | 2,597,232 | 35,884,547 | 0.0 |
| Mississippi | 90 | 49 | 190,754 | 7.03 | 15.67 | 16,458,363 | 472,083 | 8,977,043 | 4,036,117 | 24,146,768 | 9.7 |
| Missouri | 110 | 64 | 171,312 | 6.85 | 13.58 | 15,947,532 | 1,773,356 | 9,440,792 | 1,947,658 | 22,805,587 | 1.8 |
| Montana | 53 | 27 | 95,496 | 8.47 | 20.27 | 11,110,705 | 1,008,042 | 5,950,184 | 3,682,090 | 20,010,912 | 3.1 |
| Nebraska | 52 | 32 | 83,241 | 7.22 | 12.38 | 7,070,365 | 406,810 | 4,082,328 | (3,982,597) | 20,119,648 | 8.2 |
| Nevada | 14 | 9 | 36,051 | 6.99 | 13.20 | 4,579,042 | 1,198,941 | 2,584,963 | 1,291,055 | 5,567,771 | 12.4 |
| New Hampshire | 55 | 16 | 75,430 | 6.74 | 18.47 | 6,472,085 | 237,797 | 3,552,668 | 1,513,798 | 8,737,055 | 22.5 |
| New Jersey | 215 | 33 | 452,022 | 6.60 | 20.42 | 50,159,995 | 11,261,846 | 31,961,540 | 3,206,841 | 116,465,294 | 0.0 |
| New Mexico | 61 | 29 | 115,800 | 7.91 | 15.79 | 11,902,348 | 1,126,520 | 7,238,977 | 2,267,863 | 22,011,576 | 0.0 |
| New York | 544 | 119 | 971,729 | 6.36 | 16.46 | 114,427,929 | 24,445,612 | 76,909,703 | 3,382,886 | 214,484,908 | 10.7 |
| North Carolina | 92 | 45 | 255,031 | 6.93 | 13.17 | 22,442,201 | 1,562,971 | 12,562,969 | 3,550,120 | 44,975,878 | 7.5 |
| North Dakota | 33 | 28 | 41,203 | 7.61 | 15.75 | 16,172,230 | 239,311 | 11,738,316 | (1,732,192) | 27,658,957 | 23.8 |
| Ohio | 491 | 116 | 725,684 | 6.81 | 14.45 | 69,969,907 | 9,108,266 | 51,621,666 | (8,743,591) | 166,384,115 | 0.0 |
| Oklahoma | 92 | 78 | 196,522 | 7.03 | 11.77 | 18,945,019 | 1,891,988 | 10,426,754 | 3,891,103 | 37,000,318 | 9.2 |
| Oregon | 128 | 59 | 159,074 | 7.40 | 18.95 | 14,971,727 | 1,412,962 | 8,559,598 | 3,977,826 | 25,882,565 | 28.0 |
| Pennsylvania | 1,172 | 179 | 1,107,301 | 6.06 | 15.58 | 115,796,465 | 9,442,088 | 65,470,636 | 18,223,638 | 194,737,306 | 11.1 |
| South Carolina | 71 | 31 | 141,690 | 7.74 | 15.44 | 14,776,228 | 2,597,270 | 10,401,645 | (2,002,640) | 35,329,253 | 13.0 |
| South Dakota | 27 | 14 | 50,849 | 7.25 | 13.50 | 4,591,390 | 103,614 | 2,848,823 | 230,378 | 6,477,308 | 9.0 |
| Tennessee | 101 | 44 | 153,838 | 7.01 | 13.63 | 13,966,983 | 833,024 | 8,411,137 | (1,073,024) | 37,763,657 | 12.8 |
| Texas | 299 | 179 | 735,465 | 6.84 | 14.45 | 71,186,315 | 8,439,303 | 41,650,707 | 8,752,021 | 136,160,910 | 9.7 |
| Utah | 7 | 3 | 16,338 | 7.55 | 15.62 | 1,709,380 | 193,266 | 1,769,357 | (1,435,894) | 6,610,405 | 12.6 |
| Vermont | 55 | 18 | 49,403 | 6.13 | 18.16 | 4,459,178 | 323,159 | 2,289,156 | 1,454,248 | 4,110,283 | 19.6 |
| Virginia | 128 | 55 | 191,653 | 6.83 | 14.12 | 19,895,768 | 2,524,171 | 12,424,887 | 858,329 | 44,803,593 | 12.1 |
| Washington | 207 | 62 | 346,281 | 7.71 | 18.91 | 42,363,319 | 9,475,455 | 24,536,447 | 7,706,193 | 68,479,845 | 5.4 |
| West Virginia | 271 | 87 | 197,749 | 6.56 | 16.06 | 31,199,067 | 1,834,555 | 15,369,653 | 11,644,349 | 31,389,007 | 37.6 |
| Wisconsin | 99 | 38 | 143,823 | 7.18 | 15.13 | 13,292,408 | 947,655 | 7,640,429 | 1,944,788 | 25,314,905 | 22.6 |
| Wyoming | 50 | 23 | 86,233 | 7.48 | 19.99 | 9,748,537 | 1,361,468 | 5,510,227 | 3,050,945 | 16,855,933 | 1.1 |
| Other | 9 | 5 | 35,400 | 11.90 | 22.25 | 6,333,219 | 548,487 | 4,586,844 | 256,274 | 8,678,906 | 0.0 |
| U.S. Total | 7,470 | 2,610 | 12,857,804 | 7.03 | 16.35 | 1,376,547,004 | 174,859,503 | 836,320,924 | 124,916,456 | 2,615,244,029 | 8.9 |
| U.S. Totals (Projected to 100%) | 8,200 | 2,865 | 14,113,945 | 7.03 | 16.35 | 1,511,028,545 | 191,942,374 | 918,025,164 | 137,120,149 | 2,870,739,878 | 0.0 |